SEPTEMBER 13, 1948

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TECHNOLOGY DEPARTMENT

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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DETROIT

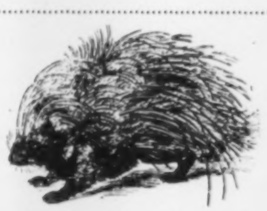
# of course, you've known this, but...

snakes hypnotize birds

The superstitious belief that snakes possess the ability to charm birds, small animals or even human beings, by means of their hypnotic gaze, probably arose from observing their habit of remaining motionless with lifted head and eyes fixed, trance-like, for long and short periods of time. There is no snake that can hypnotize persons or birds.

Most uncommon is the belief that WOR is a "New York" station. It is now proven to the nation's greatest advertisers and their agencies that WOR can be heard by 36,000,000 people in 430 counties in 18 states.

porcupine's quills



Porcupines never seem to live down the bad reputation acquired through a traditional fallacy that they roll themselves up when attacked and shoot quills or spines with great fury. The truth is that the porcupine cannot throw its quills. They are, however, loosely attached. When the porcupine is angered, the quills, after erecting themselves, fall to the ground.

No WOR sponsor or his agency should feel that publicity on his show will appear only in metropolitan New York papers. Year in and year out careful check of papers has proven that WOR shows are listed and publicized daily in 170 papers with a circulation of 11,416,782. This does not include pages of magazine space given to WOR shows month in and month out by national and regional magazines.

"thumbs up!"

"Thumbs Up" – symbol of courage and stick-to-it-iveness is not a gesture of recent origin, Churchillian or otherwise, but goes back to ancient times. The rule of the thumb in ancient Rome and the provinces was a very old custom. The Etruscans indulged in gladiatorial. games which the Romans made famous. If the spectators were in favor of mercy to a fallen gladiator they raised thumbs up. But if they desired the death of the loser, they turned their thumbs downward.

One WOR sponsor got a wholehearted thumbs up sign from his hundreds of dealers and distributors when, in the brief space of 7 months, he increased his business – and, correspondingly, theirs – 25% over the previous year. WOR helped another man jump his product's standing from 8th to 3rd place in a keenly competitive field.

–heard by the most people where the most people are **WOR**

mutual

C. G. HECK

Druggist

Princeton, Ill., says . . .

LAXATIVES
FOR COLDS & COUGHS
BABY FOODS & NEEDS

"WLS is our best booster of sales"

Merchants in towns throughout Midwest America know WLS—and know the impact WLS has on their customers. Chris Heck, owner of Heck's Rexall Pharmacy, Princeton, Illinois, is typical.

"In our territory," he says, "tops of all stations year after year is WLS. It, with Prairie Farmer, is our best booster of sales."

Several years ago, when DDT was first introduced, Mr. Heck put in a window display with big signs "As advertised on WLS". . . and, according to the distributor, sold more than any other single outlet in the Midwest! Last winter, after losing several sales for a $1.50 liniment which his wholesalers did not carry, Heck wrote the manufacturer to buy direct, asked why the sudden demand; he was not at all surprised at the answer: 'Using WLS."

Princeton, (population 5,224) is the major shopping center for Bureau County, 73% rural. This one county, only a small part of the total WLS market, has an annual buying income of 47½ million dollars . . . retail sales of 25½ million with 5¾ million dollars in food sales alone. WLS is the sure way to cover this market: daytime BMB is 82%, nighttime 84%. Last year, its 10,200 radio families sent WLS 8,553 letters—84% response!

Your John Blair man can give you the full picture of the WLS market—2½ million listening families in 567 counties (daytime BMB). They listen because they like the friendliness of WLS, the interest we take in providing just the right service and entertainment for Midwest America.

It is this friendliness that has built listener confidence in WLS—the kind of confidence that leads to advertising results.

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

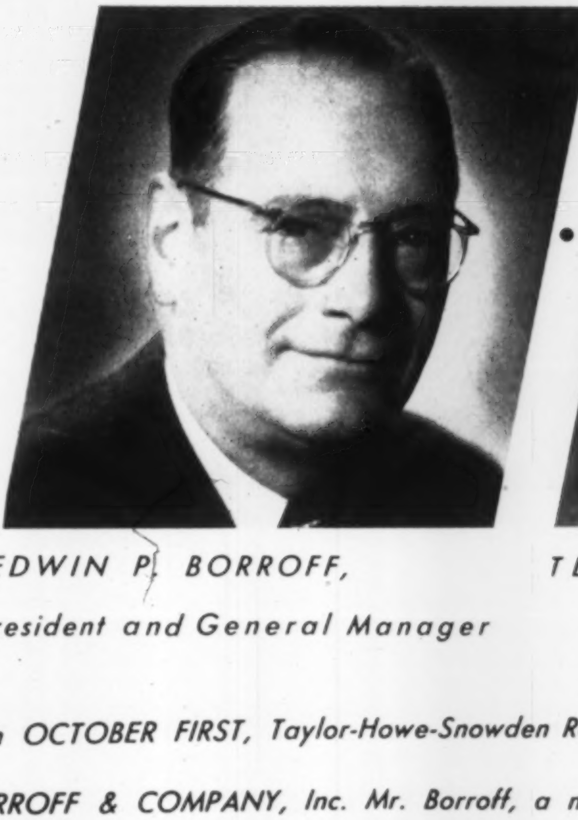
890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair & Company.

Announcing

TAYLOR-BORROFF & CO., INC.

Formerly

TAYLOR-HOWE-SNOWDEN *Radio Sales, Inc.*



EDWIN P. BORROFF,
President and General Manager

TED TAYLOR,
Secretary-Treasurer

On OCTOBER FIRST, Taylor-Howe-Snowden Radio Sales, Inc., becomes TAYLOR-BORROFF & COMPANY, Inc. Mr. Borroff, a nationally known figure in radio, brings to time buyers, advertisers and Radio Stations a wealth of experience gained from more than twenty-five years of aggressive activity in Radio.

HEADQUARTERS: 360 NORTH MICHIGAN AVENUE — CHICAGO, ILLINOIS

SALES OFFICES: New York · Chicago · Dallas · Los Angeles · San Francisco · Atlanta · Portland

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

SALE of WILM, Wilmington, Del., by Alfred G. Hill, publisher of *Chester Times*, and his family, to new corporation headed by Ewing Hawkins, assistant general manager, WNBF Binghamton, N. Y., for $205,000, consummated, subject to customary FCC approval. WILM is 250-watter and both ABC and MBS outlet. Mr. Hill will devote full energies to operation and expansion of newspaper interests. Mr. Hawkins is son of W. W. Hawkins, chairman of board of Scripps-Howard. New licensee will be Hawkins Broadcasting Co., with transfer papers to be filed this week.

CURBSTONE view of radio newsmen who accompanied President Truman on his Detroit-Midwest kick-off campaign tour is that his radio delivery has fallen down again. He bumbled most of his punch lines and his ad libbing wasn't much better.

INCIDENTALLY, at Flint, President talked off cuff about high cost of radio time. Les Lindow, manager of WFDF Flint, which picked up speech gratis, reportedly thinking seriously about billing National Committee for time.

CBS acquisition of *Amos 'n' Andy* ball of wax—largest package deal in radio annals—is regarded as forerunner of other acquisitions by networks of top-rated shows. Salutary aspect is seen in recapture of program control from agencies and talent bureaus.

ALTHOUGH FCC is maintaining rigid silence, it's obvious that TV allocations are frozen until allocations decision is reached on basis of latest discoveries of tropospheric interference which point to severe shrinkage of duplicated assignments. Tipoff came when FCC last week passed over half-dozen TV applications ready for action with indications that there will be no grants during next six or eight months unless locations are separated by at least 200 miles—outside tropospheric interference range.

AMERICAN TOBACCO Co. (Lucky Strikes) through BBDO New York currently looking at radio half-hour properties and strip shows for possible sponsorship this fall as addition to present schedule.

LIGHT on what's ahead in FM from FCC's viewpoint to be shed Sept. 27 by FCC Chairman Wayne Coy in address to FM Assn. convention in Chicago. Commission head to be key speaker for FMA, appearing at opening day luncheon.

RADIO'S audience to be minutely dissected in *The People Look at Radio—Again*, giving results of second NORC survey. Final polishing under way on five-chapter six-ap-

(*Continued on page 98*)

Upcoming

Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.

Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.

Sept. 18-26: National Television & Electrical Living Show, Coliseum, Chicago.

Sept. 23-24: Board of Governors, Canadian Broadcasting Corp., Halifax.

(Other Upcomings on page 34)

Bulletins

DR. GEORGE GALLUP, pollster, added to ABC staff for Nov. 2 broadcasts covering Presidential elections. He will analyze early returns, "project trend of voting", ABC said.

FEDERAL Grand Jury in Washington suddenly indicted Mildred E. Gillars, "Axis Sally" of wartime Nazi radio, Friday on charges of treason (early story page 75).

McNAUGHTEN JOINS WFIL AS TECHNICAL DIRECTOR

NEAL McNAUGHTEN, assistant director of NAB Engineering Dept., will join WFIL Philadelphia as manager of technical operations at *Philadelphia Inquirer* stations, devoting most of his time to television.

Mr. McNaughten joined NAB last January. He had been with FCC since 1941, serving as assistant supervisor of Great Lakes Monitoring Area; assistant chief of Treaty Section; NARBA administrator; chief, Standard Broadcast Allocations Section.

He was secretary of U. S. delegation to second NARBA and ex-officio secretary-general of conference. Last fall he was member of U. S. delegation to preparatory meeting of third NARBA. He attended Atlantic City telecommunications conference last year.

'MEET PRESS' TO BE ON TV

EFFECTIVE Sept. 12, *Meet the Press*, owned by Martha Rountree, will be televised, replacing *Try and Do It* Sundays, 8:30-9 p.m., on NBC television network. Show sponsored by General Foods for Maxwell House Coffee through Benton & Bowles, New York. Guest for first show will be ex-Communist spy Elizabeth Bentley. Panel will be composed of Nelson Frank of New York *World Telegram*, Inez Robb of INS, Cecil Brown, radio commentator, and Laurence Spivak, editor of *American Mercury* magazine. Program is televised on the following stations: WNBT New York, WPTZ Philadelphia, WNBW Washington, WRGB Schenectady, WBAL-TV Baltimore, WBZ-TV Boston, WTVR Richmond.

Business Briefly

SHOE FIRM TV ● Brown Shoe Co., St Louis, sponsor of *Roblee Television Fanfar* on WABD New York, buys time preceding telecasts of all New York Yankee home footbal games, Oct. 17, Nov. 14, Nov. 21, Nov. 28, and Dec. 5 at Yankee Stadium. Agency, Le Burnett, Chicago.

SPOT DRIVE FOR NESTA ● Nestl Co., (Nesta soluble tea) starts introductor spots in October in Boston, New York and Philadelphia. Other areas to be added. Agency Doherty, Clifford & Schenfield, New York.

BUY TIME FOR WALLACE ● Progressiv Party has bought NBC, 10:30-10:45 p.m. Mondays through Oct. 25 to present its Presidential candidate, Henry Wallace, in campaign talks Agency, Frederick-Clinton Co., New York.

CHESTERFIELD TV SPOTS ● Liggett & Myers Tobacco Co., New York, for Chesterfields, sponsoring five-weekly film spots on WGN-TV Chicago 52 weeks. Agency, Newell-Emmett, New York.

CAMELS TO SPONSOR COLLEGE FOOTBALL ON TV

R. J. REYNOLDS TOBACCO Co., Winston-Salem, expanding video for Camels by sponsoring telecasts of eight eastern collegiate football games on WPIX New York on Saturday afternoons. Series starts with Navy-California game Sept. 25 and concludes with Army-Penn contest Nov. 13, and includes pickups from Baltimore, Philadelphia and New York Agency is William Esty Co., New York. Pregame announcements on WPIX sponsored by Sterling Drug for Mollé through Young & Rubicam, New York.

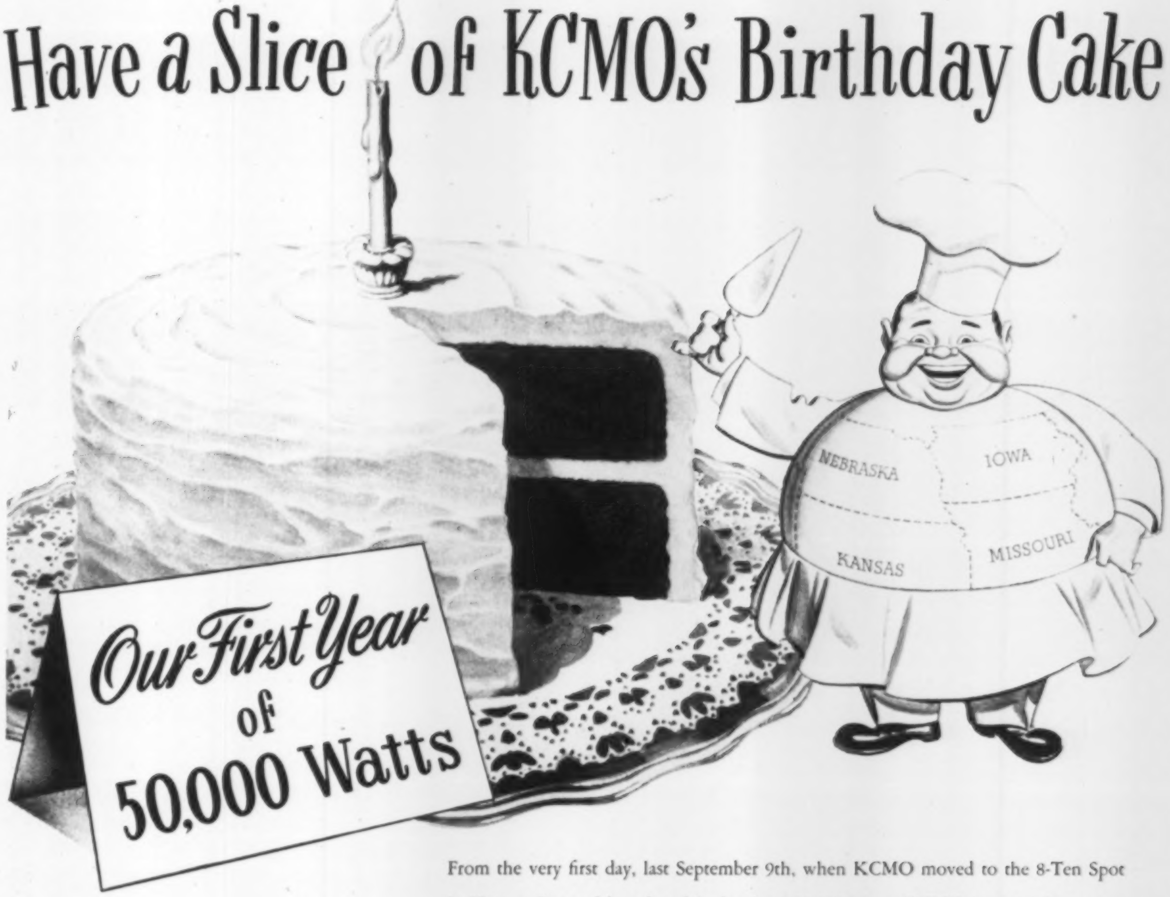
Other new business on WPIX includes Ripley Clothes, Brooklyn, through Bobley Co New York; Borden Co., New York, through Young & Rubicam; Liggett & Myers Tobacco Co., New York, through Newell-Emmett Co R. H. Macy & Co., department store, has contracted for announcement series.

HIGH-BAND TV SPOTTY IN FIRST WASHINGTON TESTS

SPOTTY COVERAGE indicated by first reports on NBC-RCA's 500-mc TV tests in Washington as project was shown to FCC Reports came from crewmen installing first of 60 converters to compare high-band with NBC's low-band WNBW Washington, whose programs it duplicates starting tonight (Monday).

Reception ranged from good to non-existent at sites, mostly within five miles of station Station transmits pictures at 505.25 mc and sound at 509.75 mc. Estimated radiated power is about 3.75 kw. Data to be presented to FCC during Sept. 20 high-band hearing Tests will continue several months.

Have a Slice of KCMO's Birthday Cake



From the very first day, last September 9th, when KCMO moved to the 8-Ten Spot in Kansas City and broadened its beam to 50,000 watts, KCMO sponsors have been eating radio cake! Cake that's crammed full of Mid-America's expanded listenership—and sales dollar vitamins!

The KCMO cake is highlighted by candles representing mail response from 415 counties in six Mid-America states plus 22 other states not tabulated. This can only mean power-plus-programming . . . the programming Mid-America listens to. So you see, the Happy Birthday isn't for us alone—but for our sponsors, the companies who center their selling on KCMO

One does it—in Mid-America

ONE station

ONE set of call letters

ONE rate card

ONE spot on the dial

50,000 Watts
Daytime...Non Directional

10,000 Watts Night
. . . 810 kc.

National Representative:
JOHN E. PEARSON COMPANY

ONE YEAR
at the
8-TEN SPOT

KCMO

and KCFM—94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC Station for Mid-America

We are proud to represent

CFRB
Toronto

FIRST privately-owned Radio Station in Canada to go

50,000 WATTS

For many years we have worked with the management of CFRB ...and know how richly they deserve this honor. We are happy to add our voice to the many, in salute to

CFRB

Adam J. Young Jr.
INCORPORATED
11 WEST 42nd STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

New Business

JOHN F. TROMMER Inc. (Trommer's Beer), New York, long-time user of radio spots along Eastern seaboard, enters television with signing of 26-week contract to sponsor wrestling matches over WNBT New York. Contract, effective Oct. 5, placed by Federal Adv., New York, covers weekly wrestling bouts from St. Nicholas arena Tuesday nights.

KITCHEN ART FOODS, Chicago, for its six Py-O-My mixes, to sponsor *Two Ton Baker* on WGN Chicago for 52 weeks from Sept. 13 after test spot radio campaign. Agency: Schwimmer & Scott, Chicago.

BAVARIAN BREWING Co., Cincinnati, Aug. 14 started *Mid-Western Hayride* on WLWT Cincinnati, 8-8:30 for 26 weeks. Agency: Ralph H. Jones Agency, Cincinnati and New York.

UCO FOODS, Newark, **MOTOR CLUB OF AMERICA**, Newark, and **EASTERN TOBACCO Co.**, Wilmington, Del., appoint Levy Adv., Newark, to handle alvertising. Radio will be used by all accounts.

HENNIGH's Inc., Kansas Admiral Radio distributor, Sept. 25 starts for 13 weeks *S. S. Teen Time* on KANS Wichita, KGNO Dodge City, and KSOK Arkansas City, Kansas. **BI-STATES DISTRIBUTING Co.**, Nebraska and Iowa Admiral distributor, Sept. 25 for 13 weeks starts same program on KTRI Sioux City, KSWI Council Bluffs, KOLN Lincoln, and KORN Fremont. Meneough, Martin & Seymour, Des Moines, package show.

GENERAL BAKERIES Ltd., Toronto (bread), starts Saturday morning half-hour children's program on number of Canadian stations. Agency: McConnell Eastman & Co., Toronto.

SHREDDED WHEAT Co. Ltd., Welwyn Garden City, Herts, England, subsidiary of National Biscuit Co. in this country, appoints McCann-Erickson's London office to handle advertising of Welgar Shredded Wheat, effective Oct. 1.

SHIRRIFF's Ltd., Toronto (foods), starts thrice weekly French-language program on CKAC Montreal, as test campaign. Agency: Cockfield Brown Ltd., Toronto.

RIOQUIMICA RIET, S. A. of Montevideo, appoints McCann-Erickson's office in that city to handle advertising of its veterinary products in Uruguay.

CANADIAN CHEWING GUM Co., Toronto (Dentyne), starts half-hour weekly French-language quiz show on CKAC Montreal. Agency: Baker Adv., Toronto.

Network Accounts • • •

S. C. JOHNSON & SON Inc., long-time sponsor of NBC's *Fibber McGee and Molly*, to add two half-hour daytime programs to its weekly radio schedule on NBC this fall, with sponsorship of *Fred Waring* show Mon. and Wed.

GROVE LABORATORIES, St. Louis, purchases three quarter-hours weekly on full Don Lee Network; for Bromo-Quinine, quarter-hour *Musical Tea;* for Grove's Cold Tablets, two quarter-hours weekly of half-hour program, *Ladies Furs*, Tues. and Thur. Agency: Gardner Adv., St. Louis.

MILES LABORATORIES Sept. 27 starts new show *Alka Seltzer Time* on CBS as replacement for *Lum 'n' Abner*. Series will be heard across the board from 5:45-6 p.m. Wade Adv., Chicago, is agency.

PHILIP MORRIS & Co., New York, through Cecil & Presbrey, same city, starts 52 week sponsorship of *Kate Smith Sings* Sept. 20 five weekly on full Don Lee Network, Mon.-Fri. 9:15-9:30 a.m. (PDST).

Adpeople • • •

GAIL SMITH, of Procter & Gamble New York radio department, is in Hollywood for conferences.

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"FREE & PETERS"

means Bull's-Eye TELEVISION

as well as Bull's-Eye Radio!

NO, we of F & P don't claim to be television "experts" as yet—*but* we're determined to become just *that!*

First, we've been building our file of television literature, data, mailing lists, etc. for nearly two years. During that time, also, every one of our Colonels has spent many weeks in studying the plans *and operations* of pioneer television stations now (or soon to be) on the air. We've sat in on scores of conferences among station executives, engineers and sales staffs, advertising agency specialists and manufacturing executives. We've acquainted ourselves extensively with present-day television practices, and with many ideas now developing for the future.

In other words, we of F & P have definitely committed ourselves to becoming as proficient in television as we are in radio. We'd welcome an opportunity to tell you any television facts we know—or to dig out for you those facts that we don't yet know!

Station	City	*On the Air*
KSD-TV	St. Louis	Feb., '47
WPIX	New York	June, '48
WBAP-TV	Fort Worth-Dallas	Sept., '48
WAVE-TV	Louisville	Oct., '48
WTCN-TV	Minneapolis-St. Paul	Dec., '48
WOC-TV	Davenport	1949
WMBD-TV	Peoria	1949

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Telestatus

(REPORT 24)

'American' Survey of Viewers

TELEVISION AUDIENCES AMONG MEN—BY AGE GROUPS

	18-25 Years Percent	26-35 Years Percent	36-44 Years Percent	45 Years Or Older Percent
Have seen video show	50	45.1	43.4	31.9
Have not seen video show	50	54.9	56.6	68.1

MEN'S ATTITUDE TOWARD TELEVISION—BY AGE GROUPS
(All Men Who Have Watched a Television Program)

	18-25 Years Percent	26-35 Years Percent	36-44 Years Percent	45 Years Or Older Percent
Prefer TV	37.5	33.1	24.2	15.6
Like both about same	45	41.9	38.9	38.5
Prefer radio	17.5	25	36.9	45.9

TELEVISION AUDIENCES AMONG THE WOMEN—BY AGE GROUPS

	18-25 Years Percent	26-35 Years Percent	36-44 Years Percent	45 Years Or Older Percent
Have seen video show	39.3	39.2	38.0	27.5
Have not seen video show	60.7	60.8	62.0	72.5

WOMEN'S ATTITUDE TOWARD TELEVISION—BY AGE GROUPS
(All Women Who Have Watched a Television Program)

	18-25 Years Percent	26-35 Years Percent	36-44 Years Percent	45 Years Or Older Percent
Prefer TV	27.7	18.3	15.2	12.0
Like both about same	46.8	49.4	42.4	42.3
Prefer radio	25.5	32.3	42.4	45.7

TELEVISION appeals more to youth than to age, according to a nation-wide survey by the *American Magazine* among its readers released last week.

The survey, based upon questionnaires returned from 3,334 representative readers, showed that young people have made greater effort to see television than have those of middle age or older and, having seen it, like it more than do their elders.

Fifty percent of the *American Magazine's* male readers between the ages of 18 and 25 have watched a television program. Only 31.9% of the men over 45 have. Of male readers 18-25 years old who have seen television, 37.5% like it better than radio, 45% like both television and radio about the same, and only 17.5% prefer the older medium. Among male readers over 45 years old, who have seen television, only 15.6% prefer television to radio, 38.5% like both equally, and a whopping 45.9% like radio better than video.

Women, even young ones, are not as excited as men about television. Of 18-25 year old women who have seen television, 27.7% like it better than radio, 46.8% like both about the same, and 25.5% stick with radio. Among women of 45 or older who have watched at least one video program, 12% prefer television, 42.3% like both and 45.7% prefer radio.

The *American Magazine* survey was taken last April. Men's and women's names were taken at random from galley lists of subscribers, corresponding to *American* circulation by geographic location and city size groups, and the returns "closely approximate the known circulation pattern" of the magazine.

Only 1% of responding families own television sets, the survey discovered, but 37.8% of adult *American Magazine* readers have watched at least one television program.

Twenty-eight percent of the adults think some member of their household will buy a television set if television broadcasts are or will be available in their areas in 1948 or 1949. Seventy-one percent do not think they will buy video sets even if telecasts are available through 1949.

The intention to purchase television sets varies, of course, according to income and to geographic location. The smaller the city, the smaller is the percentage of people who intend to buy video. The smaller the income, the smaller is the proportion of people expecting to buy, although a remarkable 16.4% of those people whose incomes are under $2,000 per year asserted they would invest in television if it were or would be available in 1948 and 1949.

POTENTIAL MARKET FOR TELEVISION SETS IN 1948 AND 1949—BY CITY SIZE GROUPS

	500,000 Or More Percent	100,000 To 500,00 Percent	25,000 To 100,000 Percent	3,500 To 25,000 Percent	Under 2,500 Percent
Now have TV set	2.3	.3	1.0	1.4	---
Think would buy	31.5	31.2	29.4	24.3	24.3
Do not think would buy	66.2	68.5	69.6	74.3	75.7

POTENTIAL MARKET FOR TELEVISION SETS IN 1948 AND 1948—BY INCOME GROUPS

	Under $2,000 Percent	$2,000 To $3,000 Percent	$3,000 To $4,000 Percent	$4,000 To $5,000 Percent	$5,000 To $7,500 Percent	$7,500 Or More Percent
Now have TV	---	.6	.7	.3	1.2	3.8
Think would buy	16.4	21.5	24.4	29.6	35.3	43.9
Do not think would buy	83.6	77.9	74.9	70.1	63.5	52.3

BRANDS OF TELEVISION SETS NOW OWNED
(All Families Owning Sets)

	Percent
RCA	32.4
Philco	20.6
General Electric	8.8
DuMont	5.9
Brand not reported	32.3

BRANDS OF TELEVISION SETS TO BE PURCHASED
(All Potential Buyers Naming Brands)

	Percent
Philco	36.3
RCA	28.8
General Electric	11.5
Zenith	5.9
DuMont	4.5
Stromberg-Carlson	3.8
Westinghouse	2.0
Magnavox	1.8
Motorola	1.6
Farnsworth	1.4
Admiral	1.1
Hallicrafters	1.1
Sparton	1.1
Crosley	.9
All others	3.6
Total	105.4

(NOTE: Some indicated they would choose one of two brands.)

TBA REPORT

Operations Committee Outlines Station Requirements

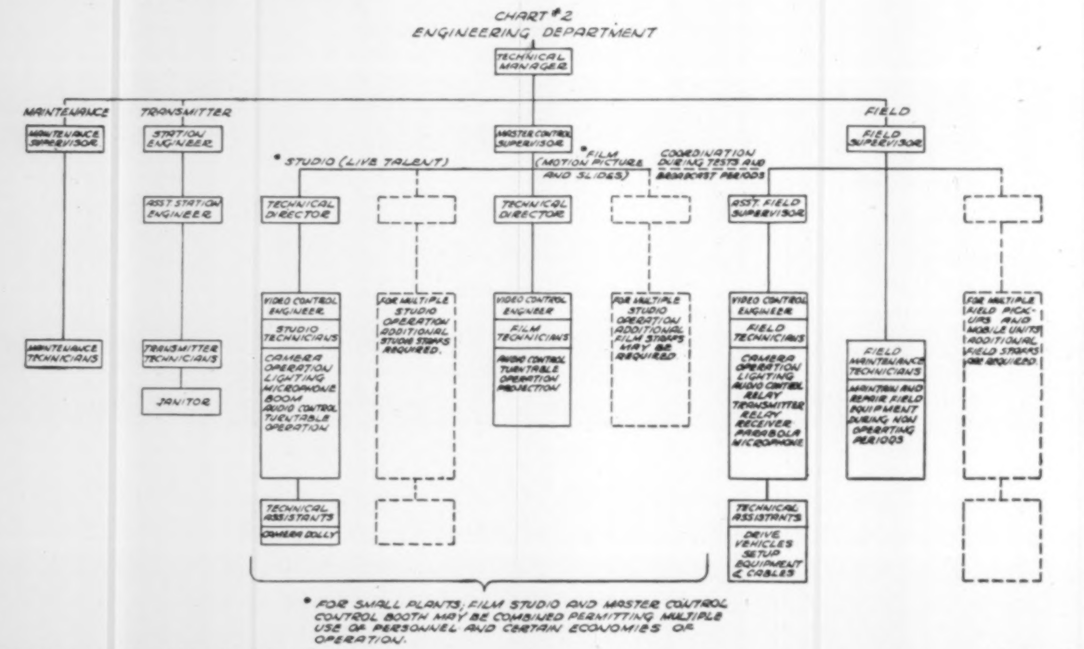
CHART #2
ENGINEERING DEPARTMENT
TECHNICAL MANAGER
MAINTENANCE
MAINTENANCE SUPERVISOR
MAINTENANCE TECHNICIANS
TRANSMITTER
STATION ENGINEER
ASST STATION ENGINEER
TRANSMITTER TECHNICIANS
JANITOR
MASTER CONTROL SUPERVISOR
* STUDIO (LIVE TALENT)
TECHNICAL DIRECTOR
VIDEO CONTROL ENGINEER
STUDIO TECHNICIANS
CAMERA OPERATION LIGHTING MICROPHONE BOOM AUDIO CONTROL TURNTABLE OPERATION
TECHNICAL ASSISTANTS
CAMERA DOLLY
FOR MULTIPLE STUDIO OPERATION ADDITIONAL STUDIO STAFFS REQUIRED.
*FILM (MOTION PICTURE AND SLIDES)
TECHNICAL DIRECTOR
VIDEO CONTROL ENGINEER
FILM TECHNICIANS
AUDIO CONTROL TURNTABLE OPERATION PROJECTION
FOR MULTIPLE STUDIO OPERATION ADDITIONAL FILM STAFFS MAY BE REQUIRED
COORDINATION DURING TESTS AND BROADCAST PERIODS
FIELD
FIELD SUPERVISOR
ASST. FIELD SUPERVISOR
VIDEO CONTROL ENGINEER
FIELD TECHNICIANS
CAMERA OPERATION LIGHTING AUDIO CONTROL RELAY TRANSMITTER RELAY RECEIVER PARABOLA MICROPHONE
TECHNICAL ASSISTANTS
DRIVE VEHICLES SETUP EQUIPMENT & CABLES
FIELD MAINTENANCE TECHNICIANS
MAINTAIN AND REPAIR FIELD EQUIPMENT DURING NON OPERATING PERIODS
FOR MULTIPLE FIELD PICK-UPS AND MOBILE UNITS ADDITIONAL FIELD STAFFS ARE REQUIRED
* FOR SMALL PLANTS; FILM STUDIO AND MASTER CONTROL CONTROL BOOTH MAY BE COMBINED PERMITTING MULTIPLE USE OF PERSONNEL AND CERTAIN ECONOMIES OF OPERATION.

PERSONNEL requirements for a video station's program and technical departments are schematically set out in the accompanying charts, reproduced from the report of the Committee on Television Operations, Standards and Personnel of Television Broadcasters Assn.

See page 13 for chart on Program Department

Designed as a guide for present and prospective TV station operators, the report concentrates on the program and engineering staffs, describing in some detail the functions and responsibilities of the various members of these "two essential operating groups." It omits all other departments such as sales, promotion, accounting, legal, etc. "since they would vary considerably with the type of organization and the location of the broadcasting plant." Nor is top management discussed beyond the recommendation that "both technical and program staffs report to a single person with the

(*Continued on page 13*)

TELEVISION COMES TO ATLANTA

on September 29

(Commercial schedules on September 30)

*Equipment test—program demonstrations—
dealer meetings—all preliminaries are
virtually complete now and WSB-TV
will be on its announced schedule.*

*A few choice program availabilities
are still open. Any Petry office has the dope*

WSB-TV

On Peachtree Street

*Owned and Operated by the
Atlanta Journal*

*Represented Nationally By
Edward Petry & Co., Inc.*

ON THE WASHINGTON SCREEN

THE TELEVISION AUDIENCE WASN'T ASLEEP! . . . . For it was the first demonstration of hypnotism via television in America. The attractive young ladies are completely under the spell of Mr. Robert L. Friend, noted mentalist, who gave this unusual demonstration on his usual Tuesday night program, ON WINGS OF THOUGHT. Sponsored by Simon Distributing Co. (Motorola) and George's Radio & Television Co., it is a WMAL-TV production that has become a sensation.

← YOU NEVER KNOW WHAT TO EXPECT—except that you can be sure that it will be something the viewer will enjoy watching, when Ruth Crane, as THE MODERN WOMAN, is televised on Thursday nights. Here, Mrs. Olive Evans instructs in how to iron a shirt, while Ruth Crane looks telegenic, and Jackson Weaver gets in position to burn down the studio.

↑ IT'S A SWEETHEART OF A SHOW! Dick Mansfield tells the stories and does the drawing, while Jeanne Warner does the singing—and that does the trick. Thompson's Dairy sees to it that the youngsters and oldsters of Washington get an opportuniy to see the program every Monday night.

← THE HALO IS FOR THE PROGRAM, TOO! "Sports Cartoon-A-Quiz," with Jim Gibbons, does a swell public relations and sales job for the sponsor, L. P. Steuart, Inc., DeSoto Plymouth dealer. It's fun for everyone on Thursday evenings at 7:30. P. S.—the sketch-a-clue represents Bill Goodman, famous baseball player.

WMAL WMAL-TV WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies

GENEVIEVE SCHUBERT, formerly with Badger & Browning & Hersey Inc., joins media department of Ted Bates Inc., both New York, as timebuyer.

NANCY MYERS, formerly in media department of John H. Riordan Co., Los Angeles, joins Leo Burnett Co., same city, as head of media.

W. B. DONER & Co., Detroit and Chicago agency, Sept. 1 opened New York office at 18 E. 48th St. **CHARLES M. HIGGINS**, recently account supervisor and assistant to general manager of William H. Weintraub Co., New York, is executive vice president and general manager of new office.

SHUTRAN, MAHLIN, GREEN Adv., Detroit, announces change of name to Shutran Mahlin Adv. Principals are **JOHN ROBERT SHUTRAN**, president, and **LOUIS MAHLIN**, executive vice president. Firm to move to larger quarters in Industrial Bank Bldg.

A. RURIC TODD, former account executive with Richard Jorgensen, San Jose, Calif., joins Robert E. Podesta Agency, that city, as full partner, with agency name changed to Todd, Podesta & Assoc.

HENRY F. GODFREY, former advertising research manager of Schenley Distillers Corp., joins J. Walter Thompson Co., New York, as supervisor of copy and media research in New York office.

STUART HARDING, formerly with Biow Co., San Francisco, joins media department of BBDO, same city.

IRVING LEVY, former merchandising and promotion consultant to Ruthrauff & Ryan and Grant Adv., joins Wiley, Frazee & Davenport, New York, as director of its creative and merchandising department.

GLEN FULKERSON, former account executive with Tullis Co., Hollywood, joins Western Adv., Los Angeles, in same capacity.

RALPH YAMBERT Agency, Hollywood, moves to new quarters at 840 Seward St.

WILSON, HAIGHT & WELCH Inc., New York, moves offices in that city to larger quarters on same floor of News Bldg., the previous location. New space is over double size of the other, according to agency.

CAROL DAVIS resigns as publicity director of Benton & Bowles, Los Angeles, to go to Santa Barbara, Calif. **PHIL BOTTFELD**, of agency's New York office, takes over her duties temporarily until replacement is found.

RAYMOND R. MORGAN, head of Hollywood agency bearing his name, is in New York for conferences.

J. RAYMOND BELL, manager of Washington branch of Donahue & Coe, New York, appointed chairman of publicity advisory committee for Economic Mobilization course for reserve officers, to be conducted in Washington by Industrial College of the Armed Forces.

TED GRABENSON, formerly operator of his own New York agency, joins Mayers Co., Los Angeles, as art and production director, replacing **JULES KOPP**, recently resigned to join David S. Hillman Inc., same city.

P. B. HILLMAN appointed to San Francisco office of Elliott, Daly & Schnitzer. Appointment effective Sept. 1.

JACK WOOLEY, recent U. of Southern California graduate, joins Hunter Adv., Los Angeles, as traffic manager.

CY NEWMAN, radio director of Meneough, Martin and Seymour, Des Moines, is the father of a girl.

SHAW Assoc. moves from 112 E. 19th St., New York, to 5 W. 46th St.

ROBERT J. McANDREWS, promotion manager of Young & Rubicam, Hollywood, will teach course in Radio Advertising at fall session of U. of California Extension, Los Angeles.

ADELAIDE KERR resigns as publicity director of Glasser-Gailey Inc. Los Angeles, announcing no future plans.

LINOLEUM BLOCK PRINT OF VIRGINIA ORCHARD BY CHARLES W. SMITH FOR WRVA

We've got an apple (worth $24,911,000!) to polish!

THERE MAY be two schools of thought on whether or not an apple a day keeps the doctor away . . . but there's only one way of thinking on the fact that the cultivation of the rosy-cheeked fruit provides a fertile field for sales in Virginia, which ranks 3rd in the nation's production of apples with a 1946 crop value of $24,911,000! This is only one of Virginia's many crops which occupy an enviable position among the States of the nation . . . another of many reasons shrewd advertisers use WRVA's 50,000 watts for profit and prestige - in a billion-dollar market! Represented by Radio Sales.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA

Basic With Timebuyers*

. . . and WHHM is basic
with timebuyers in Memphis
for

WHHM DELIVERS
MORE LISTENERS
PER DOLLAR
IN MEMPHIS

WHHM
Independent—but not aloof
MEMPHIS, TENNESSEE

PATT McDONALD,
manager

FORJOE & CO.,
representatives

Member
Association of
Independent
Metropolitan Stations

* BROADCASTING Magazine is required reading

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each Issue: FCC Box Score.

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan. Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schaldi.
AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

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BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD R. LEVI, *Manager*
John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Stella Volpi.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CENtral* 4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28.
HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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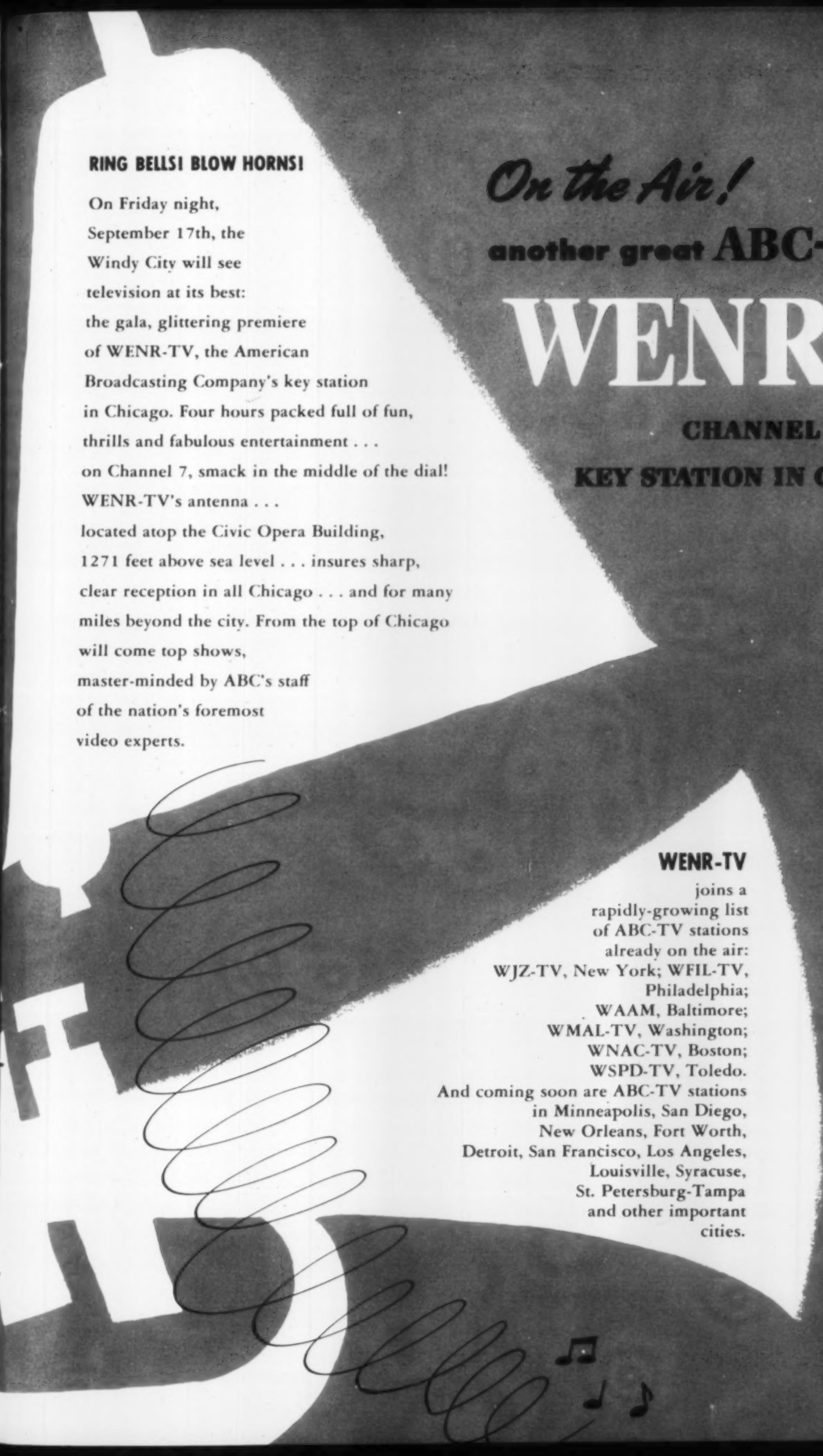


RING BELLS! BLOW HORNS!

On Friday night,
September 17th, the
Windy City will see
television at its best:
the gala, glittering premiere
of WENR-TV, the American
Broadcasting Company's key station
in Chicago. Four hours packed full of fun,
thrills and fabulous entertainment . . .
on Channel 7, smack in the middle of the dial!
WENR-TV's antenna . . .
located atop the Civic Opera Building,
1271 feet above sea level . . . insures sharp,
clear reception in all Chicago . . . and for many
miles beyond the city. From the top of Chicago
will come top shows,
master-minded by ABC's staff
of the nation's foremost
video experts.

On the Air!

another great ABC-TV station

WENR-TV

CHANNEL 7
KEY STATION IN CHICAGO

Civic Opera Building houses ABC's Civic Studio.

WENR-TV

joins a
rapidly-growing list
of ABC-TV stations
already on the air:
WJZ-TV, New York; WFIL-TV,
Philadelphia;
WAAM, Baltimore;
WMAL-TV, Washington;
WNAC-TV, Boston;
WSPD-TV, Toledo.
And coming soon are ABC-TV stations
in Minneapolis, San Diego,
New Orleans, Fort Worth,
Detroit, San Francisco, Los Angeles,
Louisville, Syracuse,
St. Petersburg-Tampa
and other important
cities.

On the following pages, more about the network that is making the BIG news in television . . .

The critics

AND AN ESTIMATED 364,500 NEW YORKERS

acclaim WJZ-TV premiere

WJZ-TV
WELCOMES
YOU

Ray Bolger
emceed the great
Palace show

Off-the-tube shots
catch Bolger
at his best

Walter "Dare" Wahl
(and friend)

RKO PALACE
RKO PALACE

Palace marquee

Broadway parade

Brass bands aplenty

James Barton

Ella Logan

Henry Morgan

"The Palace's S.R.O. audience stormily approved every bit of it." **TIME**

"Televiewers have never before seen a show quite matching that one . . . Web's video director Paul Mowrey and his crew rate an A-plus for effort and plenty of kudos for over-all performance . . . terrific entertainment." **VARIETY**

"A rewarding evening in televiewing." **N. Y. TIMES**

"One of the best television events of the year." **N. Y. WORLD-TELEGRAM**

"An excellent show." **N. Y. SUN**

"A big bright splash . . . The preview last night indicated that WJZ has a lot of telegenic personalities as well as attractive programs to show off." **N. Y. POST**

"Sock video . . . entertainment on the highest level." **BILLBOARD**

Scenes of Bea Lillie in action on the Palace stage

American Broadcasting Company

Network shows for sale on ABC-TV

MR
HAMILTON

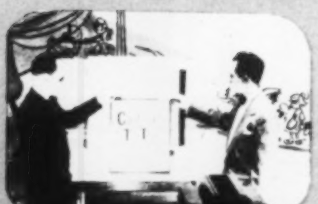
Hollywood Screen Test. Talented newcomers get their big chance playing opposite a different Hollywood star each week. Neil Hamilton is m.c. Plenty of big names, fun, thrills, comedy, drama, music! *Sun. 7:30-8:00 pm, EDST.*

Ireene Wicker, the Singing Lady. Delightful late-afternoon show for the kids. Ireene tells fairy tales to four small-fry guests, with the aid of puppets and piano accompaniment. A spellbinder for kids! *Tues. & Thurs., 5:30-6:00 pm, EDST.*

You're Invited. A lively, informal variety show with singing comedian Romo Vincent as genial host. It's gay, fast-moving and full of pleasant surprises! *Mon. 9:00-9:30 pm, EDST.*

Movieland Quiz. Arthur Q. Bryan and Patricia Wright show contestants stills from well-known movies, old and new. This entertaining (and nostalgic) half-hour has already drawn a spectacular mail response! *Thurs. 7:30-8:00 pm, EDST.*

That Reminds Me. Starring the one and only Walter Kiernan, master of homespun philosophy and droll stories. Walter is ably assisted by Ex-Gov. Harold Hoffman of New Jersey, Tex O'Rourke and "Uncle Jim" Harkins. *Fri. 8:30-9:00 pm, EDST.*



Cartoon Teletales. Brother Jack tells the stories, Brother Chuck draws the cartoons. All about Pinto the Pony, Alice the Alligator, and others. The kids just can't get enough of it! *Mon. & Wed. 5:30-6:00 pm, EDST.*

Club 7. The star . . . and what a natural the guy is for television . . . is handsome Johnny Thompson. Fans love the way he sings, love the pleasant patter and the lilting music on this engaging show. *Thurs. 8:00-8:30 pm, EDST.*

Three About Town. Twice a week, two gals and a guy—Phyllis Wood, Betsi Allison and Bill Harrington—cut loose with songs and chitchat and fun. They've got lilt and life and loads of talent! *Wed. 8:45-9:00, Sat. 8:15-8:30 pm, EDST.*

Your best opportunity to get into network television is RIGHT NOW! The ABC network offers you a surprisingly large audience at a surprisingly small cost. For full details, call the ABC representative nearest you: in New York our number is Circle 7-5700.

ABC-TV *The living image of America*

American Broadcasting Company

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TBA Report

(Continued from page 8)

suggested title of general manager."

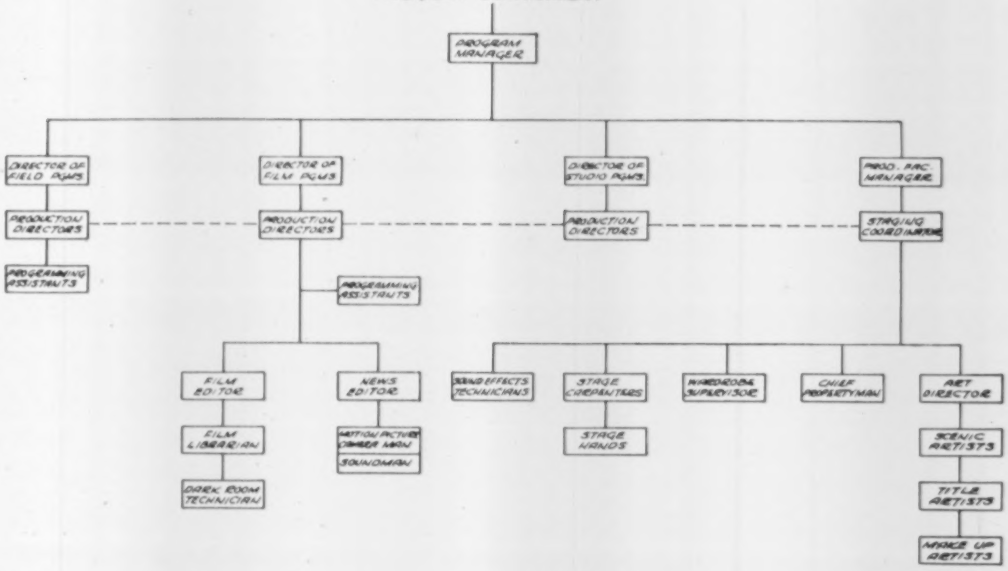
The committee report describes the organization "for a complete self-sustaining plant consisting of studio, film, field and transmitter facilities." Pointing out that the number of technical personnel and their duties will depend largely on transmitter location, number and kind of studios, quantity and type of field equipment and whether the operation is exclusively video or associated with sound broadcasting, the report states: "In all cases, however, the successful technical operation will depend upon the knowledge and ability of the technical personnel."

The program set-up was more difficult to catalogue specifically than that of the engineering department where "each individual was responsible for the operation of a specific unit of equipment and the organization is, to some extent, obvious," the committee reports. The charted plan "was compiled from data of existing organizations and recommendations made by them."

Volume concludes with a 20-page glossary of television terms in general operating use, the committee expressing the hope that "agreement can be reached on these definitions and that their usage can be standardized within the industry."

TBA Committee preparing the report is headed by O. B. Hanson, NBC vice president in charge of engineering. Its other members are William Purcell, chief engineer, WGY Schenectady; Frank J. Bingley, chief television engineer, Bamberger stations; Robert Jamieson, manager, station operations, WABD New York. F. A. Wankel, assistant director of television engineering operations at NBC, also assisted in the preparation of the report, sitting in on certain committee meetings as alternate for Mr. Hanson.

CHART #3
PROGRAM DEPARTMENT


PROGRAM MANAGER
DIRECTOR OF FIELD PGMS
DIRECTOR OF FILM PGMS
DIRECTOR OF STUDIO PGMS.
PROD. FAC. MANAGER
PRODUCTION DIRECTORS
PRODUCTION DIRECTORS
PRODUCTION DIRECTORS
STAGING COORDINATOR
PROGRAMMING ASSISTANTS
PROGRAMMING ASSISTANTS
FILM EDITOR
NEWS EDITOR
FILM LIBRARIAN
MOTION PICTURE CAMERA MAN
SOUNDMAN
DARK ROOM TECHNICIAN
SOUND EFFECTS TECHNICIANS
STAGE CARPENTERS
STAGE HANDS
WARDROBE SUPERVISOR
CHIEF PROPERTYMAN
ART DIRECTOR
SCENIC ARTISTS
TITLE ARTISTS
MAKE UP ARTISTS

CBS TV Folder

FOLDERS describing nine CBS television programs are being distributed by the network in a box-envelope bearing the cover legend, "Nine Ways To Get Them To Look At You." Envelope also portrays family group seated on davenport looking at a video receiver with a cut-out screen through which colored folder cover is visible, revealing type of program (theatre, news, quiz, etc.) described within. The one thing the programs have in common, says CBS, is the "unqualified enthusiasm of audience and critic alike," giving them "important meaning for the advertiser."

SURE,
some Chicago stations
can "reach" South Bend
...but the audience
LISTENS
to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Quotes From the Past

EDITOR, BROADCASTING:

On occasion I find myself perusing old copies of BROADCASTING . . . Today, I came upon an item which might be interesting . . .

In BROADCASTING of Feb. 24, 1947, page 92, there was a report of the WSPA-FM (Spartanburg, S. C.) power increase. Among persons attending the ceremony was Governor J. Strom Thurmond, presently engaged in the race for the Presidency on the Dixiecrat ticket. In his dinner address, the Governor is quoted . . . as saying in part "radio stations should be free to editorialize in promoting . . . programs designed to improve community life and to promote good government."

Wonder if Governor Thurmond still holds to this view toward radio editorializing and what, if any, action he could or would take in the event he were elected to the office of the Chief Executive?

James W. Hayes
Manager WNER
Live Oak, Fla.

* * *

Not the Fisherman

EDITOR, BROADCASTING:

A picture of Bernard Howard, Mgr. of the N. Y. office of W. S. Grant Co. on page 30 of your Aug. 30 issue has become a constant source of confusion for me because I have the same name.

For instance, Stan Vainrib, former "Dr. I.Q." sent me the picture with the comment, "I never knew you fished." Frankly, I never have. Nor am I a station rep in New York.

However, I am the head of the newly-formed Howard Radio Productions in Chicago and former producer of the Bob Elson *On the Century* show and former assistant radio director, Arthur Meyerhoff Agency . . .

I hope this will put an end to all the fish stories my clients and friends have been disseminating about me. As a matter of fact, I hope this will help end my own confusion as to who I really am!

Bernard Howard
Howard Radio Productions
Chicago

Yes, We Get Around

EDITOR, BROADCASTING:

Like many others I have always been cognizant of the fact that BROADCASTING Magazine is the bible of this business but when a lawyer from Des Moines and a newspaper publisher from Toledo, Ohio, write me and comment on the article in the Aug. 9 issue I begin to wonder just what your circulation is among the younger generation who have advanced beyond McGuffey's first reader—you fellows sure get around.

Roy McLaughlin
Station Manager
WENR Chicago

* * *

Lotteries Termed Menace

EDITOR, BROADCASTING:

It is gratifying to learn through pages of BROADCASTING that lotteries are at long last to be barred from the air. I am confident that the FCC has spun the compass and found north . . .

One of these air lotteries ruined my friends and I hope it's one of the first to go. The New York Stock Exchange reports have been for years a daily menace to my household—aided, abetted, condoned, described, advertised by licensees responsible to the FCC.

The Kentucky Derby, the Santa Anita Handicap, the Preakness and all other horse races are gambling devices that offer prizes for first, second and third place and hundreds of thousands of people lose tens of millions of dollars yearly coming in fourth. This activity is broadcast often, daily by some stations, and is considered quite a caper by special events departments of licensees responsible to the FCC. It shall be a blessing to have them removed from the air . . .

Three times this summer I've been subjected to lottery broadcasts wherein the winning contestant was decided upon in an unfair fashion, at pre-broadcast meetings in smoke-filled hotel rooms, miles from the broadcasting station. The prizes were political offices with fabulous salaries . . .

Chain breaks sponsored by Bulova should be investigated. Bulova has been known on occasions to give millions of people the correct time.

Miss America Beauty contests, marble championships, ping-pong contests and air races should be barred from the air because winners are proclaimed and prizes and titles are awarded and all contestants, win or lose, have invested time and consideration in preparation for these lotteries . . .

I take the position either a man knows where he is going or he doesn't. The FCC has spun the compass and found north. The FCC is "on the beam." Lotteries have had their day and are now to be barred . . .

Jack Morgan
Newscaster
Treasure State Network
Butte, Mont.

"Corn in the Ear puts Cash in Your Pocket"

You'd probably call a lot of WIBW's programs "corny". But our listeners like 'em. They prove they do by *buying* the sponsor's product.

And speaking of corn—WIBW's First Families of Agriculture raise a lot of it. Corn will put about $120,000,000 *extra, spendable cash* into the pockets of our five-state farm family audience . . . over and above the money they get for wheat, livestock, poultry, milk, eggs, and other year 'round crops.

Give us the opportunity and we'll show you how to make 'em part with this cash to buy *your* product.

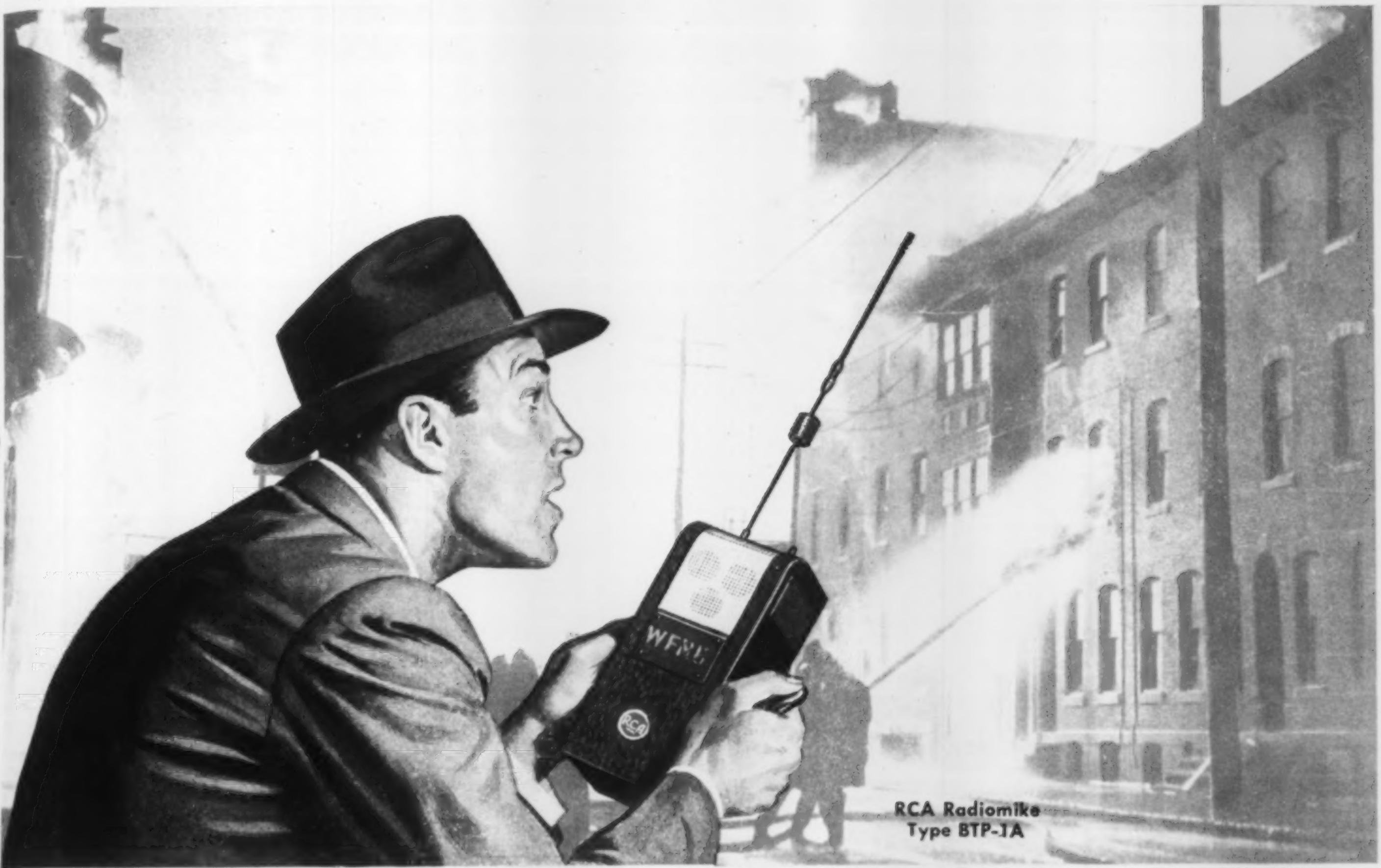
Serving the First Families of Agriculture

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.



At both National political conventions, the BTP-1A broke all records for getting first-news FIRST!

Flash Remotes... NO LINES NEEDED!

Immediate delivery on this new RCA Radiomike

SPECIFICATIONS

Power output	**0.2 watt, approx.**
Frequency range	**25 to 28 Mc**
Frequency stability	**±0.01%**
Modulation capability	**85%**
A-F response (overall)	**±4 db 80-6000 cps**
A-F distortion (90% mod)	**Less than 8%**
Battery life	**8 hours, intermittent service**
Weight (total)	**6 lbs.**
Overall size	**11"H x 4½"W x 3½"D**

NOTE: License application for the BTP-1A can be made simply by informal letter to the FCC.

THIS IS IT, the perfect portable microphone for unscheduled remotes—fires, accidents, sporting events, conventions, trick broadcasts—any occasion and any place where wire connections are difficult or impractical to install. No waits for equipment set-ups. No delays while recordings are rushed to the studio. Flip the switch—*and you're on the air!*

Combining a 0.2-watt AM transmitter (25-28 Mc), a crystal microphone, a 20" antenna, and batteries—all in one compact unit, here is a complete announcer's unit weighing only 6 pounds that can transmit up to several miles under ideal conditions. Any communications receiver covering the 25-28 Mc band can be used for reception.

In the BTP-1A, the radio transmitter is crystal-controlled for high frequency stability. Automatic a-f gain control eliminates overloading and distortion. The crystal microphone . . . using three crystal units in series . . . provides extra gain with excellent quality.

Your BTP-1A is ready for delivery—complete with one set of tubes, one crystal, and a battery. Specify your frequency and order it from your RCA Broadcast Sales Engineer, or from Department 19IA.

The One Equipment Source for Everything in BROADCASTING—is RCA

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Builds Sales at Low Cost

WKBO

HARRISBURG, PA.
Established 1922

REPRESENTED BY
ROBERT MEEKER ASSOCIATES
NBC AFFILIATE
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

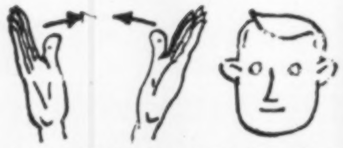
A STEINMAN STATION

Feature of the Week

TELEVISION, it seems, is not resigned to drawing upon aural radio's bag of hand tricks for cueing performers. Already it has come up with a few of its own at WMAR-TV Baltimore.

The *Sunpapers* TV station has adopted a set of production practices, complete with signals, to "reduce confusion" before the orthicons and maintain smoothness of continuity. Some are necessarily holdovers from AM radio, covering the audio aspect. But others are pertinent to visual only. Taken together, they might well be adaptable to the television industry as a whole, Bob Cochrane, WMAR-TV program director, feels.

To a video viewer attending a station program for the first time, the signals probably would offer a source of amusement, or a least wonderment. Take the cue-man when he clasps both hands over his eyes or ears. Traditionally this is a cute little trick usually associated with the three monkeys who preferred to "see no evil or hear no evil." Since the man "on the order line" is no monkey and television has yet to overstep seriously the bounds of propriety, the signal must have a meaning all its own.



BOTH HANDS AS IF CLOSING AN ACCORDION—Get closer together in picture.

* * *

At WMAR-TV the cue-director is merely indicating: "You have no picture, but carry on with audio only"—or vice versa.

Sometimes performers erroneously believe picture and/or sound has gone off the air. Reassuringly the man on the line gesticulates that "everything is O. K., . . . keep it going" by closing thumb and forefinger of each hand to

(*Continued on page 44*)

On All Accounts

THE letterheads of Howard G. Barnes identify him discreetly as the radio and television director of Dorland Inc., New York. Even more discreet is the chaste type of the yellowed program note that reveals him as onetime producer of the Philharmonic concerts and one of the creative guides of the Columbia Workshop.

But at this point, discretion joins chastity in a biographical pratt-fall to disclose the versatile Mr. Barnes as the man behind the finger that launched *Duffy's Tavern,* and brought Ish Kabibble before a breathlessly patient public.

But long before he realized that his destiny lay in his index finger Mr. Barnes matriculated at the U. of Michigan. He first tripped over radio in the form of an announcing job at the U. of Michigan studios of WJR Detroit. Since his studies and his announcing duties consumed only 16 hours of his day, Mr. Barnes felt impelled also to organize and manage a theatre stock company to fill out his spare time.

Upon his graduation in 1935 Howard Barnes forsook the leisure of college to join WIP Philadelphia as an announcer-writer-producer. After a year and a half of producing, writing and announcing he moved to WHN New York where he merely announced and produced—that is, for the first year. After that he authored and delived a daily 15-minute commentary under the sponsorship of the New York *World Telegram.*

In 1937 he transferred to WOR New York with the significant designation, producer-writer. And a short time later he foreswore the typewriter to emerge exclusively as executive producer at the Music Corp. of America. In this post he helped develop and produce the *Kollege of Musical Knowledge* with Kay Kyser and the previously noted Ish Kabibble.

HOWARD

Two years later, in 1939, Mr. Barnes moved to CBS as a producer, remaining there until the outbreak of war when he joined the Navy. Advancing to the rank of lieutenant, senior grade, he wrote and produced 16 training films and authored a book that is still considered the definitive guide for the setting up and administering of a port organization.

With the end of the war Mr. Barnes returned briefly to CBS,

(*Continued on page 43*)

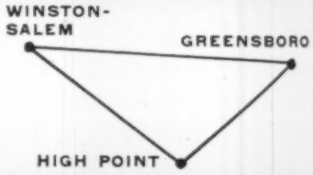
LOCAL PROGRAMS THAT Click!

- *Carolina Reveille*
- *Music for the Mrs.*
- *Piedmont Farm Program*

Plus NBC'S PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH *SATURATE* NORTH CAROLINA'S GOLDEN TRIANGLE



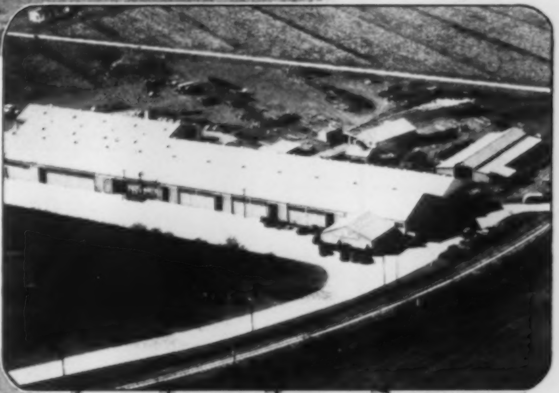
No. 1 MARKET IN THE SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

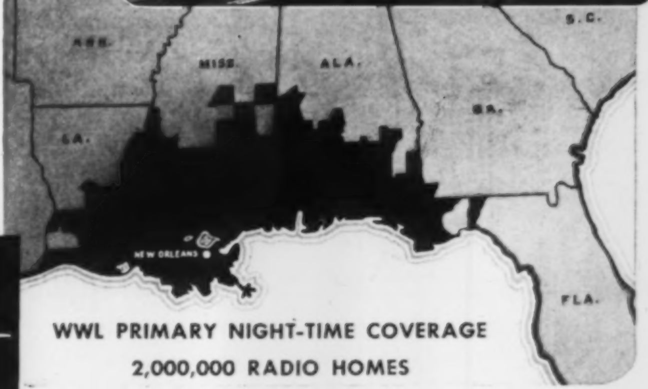
NBC AFFILIATE
Represented by HEADLEY-REED COMPANY

Three Beauties of the Deep South

1. **"RIENZI",** Thibodaux, Louisiana—gem of early plantation architecture, and rich in romantic history.



2. **THOMSON MACHINERY COMPANY,** Thibodaux, Louisiana. Industries in the Deep South produce a great diversity of products—utilize vast quantities of the South's own natural resources. This helps explain why WWL-land exceeds national average in increased income, increased buying power, and general prosperity.



3. **WWL's COVERAGE OF THE DEEP SOUTH**

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

THE OUTSIDE AUDIENCE IS ENTERTAINED LOCALLY ON THE PACIFIC COAST, TOO!

IF YOU HAVE A KNOCKOUT SHOW, it deserves to be heard by all the listeners on the Pacific Coast. Put it on Don Lee and everyone can enjoy it. Only Don Lee, with 45 *local network stations,* completely covers the inside market *plus* the 7 billion dollar outside market (the area outside the metropolitan trading areas of Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). The new Nielson Pacific Coast Network Report proves this. ★ Mountains up to 15,000 feet surround nearly every market on the

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network

Pacific Coast and make reliable long-range reception impossible. Only Don Lee has enough *local network stations* (2 and 3 times as many as any of the other Pacific Coast networks) for all the people to hear your show. ★ Don Lee is a better buy than ever. Population in the Don Lee coverage area is up 7.6% over last year, retail sales up 27.7%, according to the 1948 Sales Management Survey of Buying Power. Don Lee delivers the *inside* market plus the *outside* market at a lower cost per thousand radio families.

1313 NORTH VINE ST., HOLLYWOOD 28, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM

this is GREATER Miami

Greater Miami is the distribution center for one of the nation's most productive farm areas. Within a 100-mile radius of Miami are situated over 2 million farm acres whose net income last year was estimated at $55,000,000. Greater Miami itself--with its diversified crop of vegetable, citrus, dairy, and sugar--netted close to $20,000,000 in 1947, with new crops and added acreage pointing the way to an even more flourishing future.

It's a fact worth knowing, Greater Miami is a diversified year-round market with a better than $½ billion buying income, and one of the highest per capita sales ratios in the nation. It's a fact, too, you can harvest more and better sales results in this great market with WQAM--Miami's First Station--whose clear signal blankets all of Greater Miami and covers the city's 15 additional "trading zone" counties as well.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION
WQAM-FX

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 35, No. 11 WASHINGTON, D. C., SEPTEMBER 13, 1948 $7.00 A YEAR—25c A COPY

TV FACES CRISIS

Channel Realignment Possible

By RUFUS CRATER

FACING the most serious crisis yet reached in television, FCC and industry authorities today (Monday) undertake conferences which may well lead to a complete new start on video channel allocations, accompanied by revision of existing assignments and, of necessity, a reduction in total channel availabilities.

This would be the unavoidable result if the Commission concludes that tropospheric effects, unrecognized in existing television standards, require the increase in station separation that many authorities insist is necessary. It could lead to a virtual "freeze" on pending applications for six months or a year while the changes are being worked out.

Repercussions from Decision

If the Commission recognizes the troposphere factor in television, it then will be faced with deciding whether comparable changes should be made in the standards for FM—where, with many more stations on the air or authorized, the upheaval caused by reallocation and reassignment might be even greater. The current conference, however, relates only to television.

As evidence of its concern over the long-distance effects of tropospherics upon transmission, FCC currently is reported withholding action on TV applications for communities less than 200 miles from a co-channel assignment. (Existing policy provides generally for 150-miles co-channel and 75 miles adjacent-channel separations.)

In accordance with the new policy, which presumably will be followed until the tropospherics problem is settled, it was understood that the Commission last week passed over a half-dozen applications which were up for action and which, a few weeks ago, would have been granted without question.

Hearing Next Week

Although officially a separate proceeding, the conference starting today has many ties with the formal hearing which opens next Monday—Sept. 20—on the feasibility of immediate opening of the 475-890 mc band for commercial television. Observers find it particularly hard to see how the present low band can be adequately allocated—regardless of the standards used—until it is determined whether additional channels will or will not be available "upstairs."

Despite the obvious insufficiency of channels in the present band, many industry experts expect that four or five years will be needed to get into quantity production of high-band transmitting and receiving equipment, even if upstairs operation is authorized now. Before that, the standards and rules for operation in that band would have to be formulated and adopted.

There are also claims that the television art is not yet engineeringly ready for high-band operation, and that, therefore, plans for the immediate future should be premised on continued use of the low band alone, plus whatever additional frequencies can be allocated to television in the downstairs area.

The Commission itself has just set up a 400-mc project near Frostburg, Md., and late last week was reported to be receiving signals at its laboratories at Laurel, Md., approximately 125 miles away. But it was pointed out that the signals "probably are not useful signals," though they would be capable of creating interference.

The tests are of a preliminary nature and are not expected to produce much data which can be used in next week's proceeding. They will be continued for several weeks, however, with the idea of resuming next spring as a major experimental operation. The project is being conducted by the FCC Engineering Bureau's Laboratory Division, under Edward W. Chapin.

Two Days Expected

While the conference opening this morning is expected to be completed in two days—possibly in one—the high-band hearing starting Sept. 20 has a lineup which may need more than a week to be heard. Among the witnesses will be Kenneth A. Norton of the Bureau of Standards, whose famed and highly controversial "Norton's Curves" were a major factor in the reallocation of FM from the low band to the high; RCA-NBC, currently conducting 500-mc tests in conjunction with their low-band television station in Washington; Westinghouse Electric Corp., developer of the Stratovision system of airborne relays; Allen B. DuMont Labs; Philco Television Broadcasting Corp., and Television Broadcasters Assn.

Questions at Conference

The conference opening today (list of appearances, page 74) is an outgrowth of the channel reallocation hearings held in July [BROADCASTING, July 5, 12; Aug. 2], and will deal with several major questions raised there. These include not only tropospheric effects, but also such collateral problems as the use of directional antennas in television, whether present restrictions on power and antenna height should be revised, and whether protected contours should be extended.

In calling the conference [BROADCASTING, Aug. 30], FCC made plain that: "Because of the claims during the television allocation hearings of serious effects of tropospheric interference on present

(*Continued on page 74*)

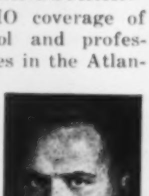
GRID COVERAGE

Atlantic Books 257 Games

[*Also see other football story page 22*]

By HERMAN BRANDSCHAIN

GREATEST RADIO coverage of college, high school and professional football games in the Atlantic Refining Co.'s 13 years of sports broadcasting has been planned for the coming season, according to Joseph R. Rollins, advertising manager of the company.


Mr. Rollins

Scheduling of contests is not yet complete, but already 257 games have been booked over regional networks totaling 100 stations. The outlets, which will be tied into the Atlantic network from time to time, cover the entire Eastern seaboard from New Hampshire to South Carolina and westward into Ohio. Many more games will be added to the schedule as the season progresses.

To bring play-by-play accounts of the games, the company will use the largest announcing staff in its sports broadcasting history. Already assigned are 68 announcers, a majority of them Atlantic veterans. Some have been on the air for Atlantic since the first year the oil company started its athletic program.

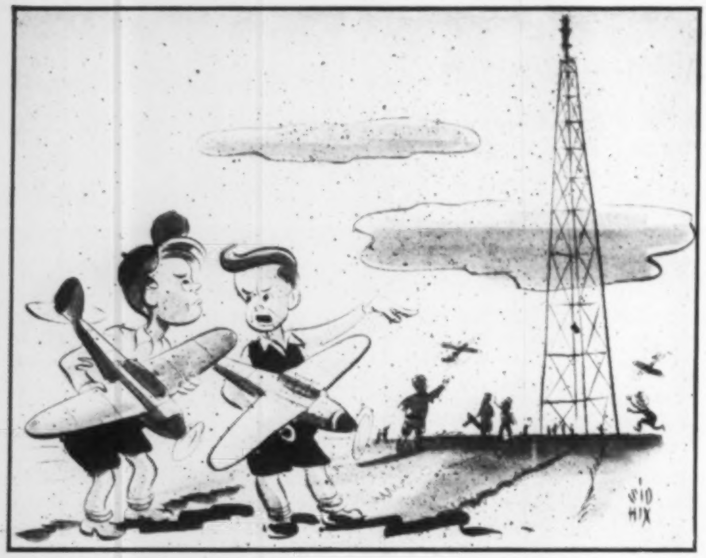
The entire operation is being directed by N. W. Ayer & Son, the agency which has managed these broadcasts since their inception. Atlantic and the agency have worked together on athletic events on the theory that car owners and other oil buyers are sports-minded, so that an advertising or direct selling message can be carried to them via sports broadcasts.

Both sponsor and agency have called all announcers who will work the new campaign to a meeting in Boston today and tomorrow (Sept. 13, 14) to thrash out the latest in football reporting techniques and football rules. This type of meeting has become a traditional pre-season affair for Atlantic announcers.

Present will be referees, coaches and other experts to brief the play-by-play men in new developments in the game. Clinics are held on announcing technique, not only for the play-by-play men, but also for the commercial announcers.

The meeting in Boston will be the first experiment of Atlantic in holding the announcers' school away from Philadelphia, home office of both the sponsor and the agency. It is believed that one reason for holding the school away from Philadelphia is to give it more than local importance. An-

(*Continued on page 80*)



Drawn for BROADCASTING by Sid Hix

"Bet the CAA will have those obstacles moved for us."

FOOTBALL

10 More Sponsorship Contracts Signed

[Also see Atlantic grid plans, page 21]

ANNOUNCEMENTS were made last week covering 10 more contracts for commercial sponsorship of football games on a regional and local basis.

A nine-game schedule of the U. of Colorado is to be sponsored on KOA Denver by Standard Oil Co., of Indiana. In Chicago, Standard Oil Co. will present the 12-game series of the Chicago Bears via WIND.

Four home games of Xavier U. are to be televised under the joint sponsorship of Hamilton County Auto and Truck Sales and Seventh Street Tire and Service Co. on WLWT Cincinnati. The Dodge Dealers of Greater Cincinnati will present the U. of Cincinnati home games on the same station.

In another series of professional games, WCSI (FM) Columbus, Ind., has been signed to air the Chicago Cardinal games under sponsorship of Atlas Prager Beer. Olian Advertising Agency, Chicago, placed the business.

Games of the U. of Detroit are to be aired by WJBK Detroit under sponsorship of the Plymouth Dealers of Greater Detroit.

KSET El Paso, Tex., will air 22 college and high school games. Popular Dry Goods Co. will sponsor 17 games of three local high schools and U. S. Army Recruiting has signed for five home games of the Texas College of Mines, located in El Paso. The Army business was placed by Thomas F. Conroy Inc., San Antonio.

Crown Drug Co., representing 45 stores in the Greater Kansas City area, has signed to sponsor broadcasts of the top Big Seven games of the week on KCMO Kansas City, Mo.

A series of 13 home games of USC and UCLA are to be televised by KLAC-TV Hollywood under sponsorship of Union Oil Co. Station also is reported on verge of signing Loyola in Los Angeles for six of seven home games. Seventh will not be carried because of conflict with USC-UCLA game.

NAB STARTS FOREIGN TONGUE RADIO SURVEY

SURVEY of stations carrying foreign language broadcasts has been started by Dr. Kenneth H. Baker, NAB director of research. Questionnaires were sent to stations last week.

Dr. Baker said NAB receives many requests for lists of stations carrying foreign tongue programs, or having facilities for this type of programming. The requests come from both commercial and non-commercial users of radio time. His letter says NAB is undertaking the survey at this time because the FCC is not expected to request the data in the immediate future. Inquiries are increasing, he continued.

The questionnaire is in tabular form, listing 30 languages and calling for number of program hours a week, number of announcements, availability of talent, etc.

WOV Names Schorr

HERB SCHORR, a member of the WOV New York sales staff for more than two years, has been named sales manager of the station. The position has been vacant for a year, since the resignation of Ralph Nardella, who joined WHOM New York. Mr. Schorr was with WSYR Syracuse before he joined WOV.

New Series Slated To Feature Crosby

BING CROSBY will be starred in a transcribed series of daytime shows to be placed in several major markets in the fall on behalf of Minute Maid, a frozen orange juice, it was announced last week.

Mr. Crosby also has been elected a director of the Vacuum Foods Corp., maker of Minute Maid.

Although plans for the projected daytime series have not been completed, it was understood that the new Crosby show, made possible by special arrangement with the Philco Corp., sponsor on his nighttime ABC program, would be placed individually on stations in at least a half-dozen major markets. Doherty, Clifford & Shenfield Inc., New York, is the agency.

FINANCE CONSULTANT JOINS FAX PROMOTERS

RADIO INVENTIONS Inc. and the Smith Davis Corp., which have joined forces to speed the commercialization of facsimile broadcasting [BROADCASTING, Aug. 30], last week announced the retention of Norris W. McLean as financial consultant.

Mr. McLean, formerly associated with the firm of W. Wallace Lyon & Co., members of the New York Stock Exchange, has specialized in "the counseling of firms needing financial advice when on the verge of large-scale expansion," according to Albert Zugsmith, executive vice president of Smith Davis Corp.

Representative of the joint Smith Davis and John V. L. Hogan interests—Mr. Hogan is president of Radio Inventions, which designs "Faximile" equipment—are holding a continuing series of conferences with newspaper publishers owning FM stations, Mr. Zugsmith disclosed, with a view to beginning "pump-priming" operations designed to pave the way for mass production and mass use of facsimile transmitters and receivers.

A spot radio and newspaper advertising campaign is planned. Negotiations are underway with a Philadelphia agency to handle the campaign.

Ballantine Sponsors

BALLANTINE Ale & Beer will sponsor a boxing double-header over the coast-to-coast Mutual network on Tuesday Sept. 21, starting at 9:30 p.m. The broadcast will feature fights between the world's middleweight titleholder, Tony Zale, and European Champion Marcel Cerdan, and the heavyweight title contenders, Jersey Joe Walcott and Gus Lesnevich. Both fights will be heard from the ringside at Roosevelt Stadium in Jersey City, N.J. J. Walter Thompson Co., New York, is the agency for Ballantine.

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ALEXANDER STRONACH TAKES ABC TV POST

ALEXANDER (SANDY) STRONACH Jr., for the past year and a half executive in the radio and television department of the William Morris Agency after nearly a decade with Young & Rubicam, on Sept. 20 moves to ABC as Eastern television program director. In announcing the appointment, Charles C. Barry, vice president in charge of network radio and video programming said that it "reemphasizes ABC's continuing policy of getting top flight personnel for its television staff in order to bring ABC viewers the best in all phases of video."

A free lance writer for magazines and movies, Mr. Stronach joined Young & Rubicam in 1938 as a writer on *We, The People* (Gulf Oil), subsequently producing and directing this program and others, including *Mystery Theatre* and *March of Time*. He also served as production supervisor, manager of the talent department and program manager for Y & R. In February, 1947 he left the agency for an executive position in the radio-video department of the Morris talent management firm.

4A Region Meeting Schedule Revealed

THE AMERICAN Assn. of Advertising Agencies last week announced plans for four fall regional AAAA conventions.

The Central Council will meet Oct. 8 at the Hotel Blackstone, Chicago. Fergus Mead, of the Buchen Co., Chicago, is chairman. The Pacific Council annual meeting is scheduled for Oct. 11-13 at Arrowhead Hot Springs, Calif., with Charles H. Ferguson, BBDO, San Francisco, handling program arrangements. The Michigan Council meets Nov. 11 in Detroit, with Henry G. Little, Campbell Ewald Co., presiding as chairman.

The Eastern annual meeting, attended by AAAA council members from the New York, New England and Atlantic Councils, is to be held Nov. 15 at the Waldorf-Astoria, New York. Gordon E. Hyde, of Federal Advertising, will handle arrangements.

FALL PROSPECTS

'Trends' Reflects TV Boost, FM Drop

MARKED INCREASE in the use of television by advertising agencies and a decline in FM expenditures is reflected in a poll of agencies [15th in the BROADCASTING TRENDS series] conducted for BROADCASTING Magazine by Audience Surveys Inc.

Purpose of the latest agency poll is to determine what the fall business prospects are for aural and visual radio. First portion of the poll was covered in the Aug. 16 issue of BROADCASTING, and the second portion, presented herewith, deals with the fall business picture as it relates to television and FM and also goes into the question of how the NAB code may have affected fall time purchases.

In making the study Audience Surveys followed the customary policy of sending questionnaires to a cross-section* of agency executives and timebuyers.

There will be no rejoicing in the FM camp over the findings of the TRENDS survey, for it revealed that 85% of the advertising agencies contacted are planning no FM expenditures this fall. Two questions were put to the agency men on the subject of FM. They were:

Approximately how much of your planned total radio expenditures this fall will be spent on FM (Table I)? How does this compare with last year (Table II)?

Replies indicated most agencies are planning no FM expenditures and only 2% planning to spend more than one-twentieth of their radio budget on FM. A few agencies mentioned that the FM facilities they plan to use are available as a bonus with their AM time purchases.

Last year agencies were less definite about their plans for use of FM, and where guesses were ventured they were anticipating greater use than is expected this year.

The agency men also were asked to state their plans with respect to use of television by replying to the following questions:

Approximately how much of your planned total expenditures this fall will be spent on TV (Table III page 80)? How does this compare with last year (Table IV page 80)?

The marked increase in the use of television as an advertising medium during the past year is apparent in the comparison of the two surveys. 43% of the agencies are definitely planning to use TV this fall; 6% will allocate more than 10% of their radio budget to TV; 9% of the agencies will spend 5-10%, and 28% will spend less than 5% of their radio money on TV; 48% of the respondents do not plan to use TV.

Last year only 14% of the agencies had set aside funds for TV, 65% were certain of not using it, and 21% were indefinite.

This year almost half (48%) of the agency executives were planning greater TV budgets in the fall, 40% expected to spend the same as they had last year, and 11% were indefinite. The respondents to last year's survey were not as optimistic about the medium—only 11% planned to spend more than they had in the previous year, 23% the same and 64% were indefinite or failed to answer the question.

The current survey also probed the specific ways in which the TV budget would be spent (Table V page 80).

Of the agencies indicating the allocation of their TV budgets, more than half (53%) are planning to use studio shows. About a third of them (35%) will use remote pickups and three-fifths (59%) will use films. More than a fourth of these agencies (28%) expect to use studio shows exclusively, 8% will use remotes only, and 33% will use film shows only.

A composite of responses of all agencies estimating their TV expenditures (without any weighting by the size of such expenditures) shows 39% of the budget in studio shows, 19% in remotes, and 42% in films.

Network television is being explored gingerly—only 17% of the agencies have plans to use it. Local TV, on the other hand, is in the plans of 98% of agencies with specific TV plans.

The survey next tried to evaluate the effect of the recently-adopted NAB Standards of Practice on time buying.

Agency men were asked (Table VI page 80):

What effect has the new NAB code had on your fall radio time purchases?

For the most part, agencies were not influenced by the new code as far as the extent of their time purchases is concerned. No agency increased its time purchases as a result of the new code and only 3% claimed to have reduced their radio expenditures.

The following question also was asked (Table VII page 80):

How will your use of the following types of programs this fall compare to last year?

There will be relatively little change in the use of news programs this fall, according to

(*Continued on page 80*)

TABLE I

Approximately how much of your planned total radio expenditures this fall will be spent on FM?

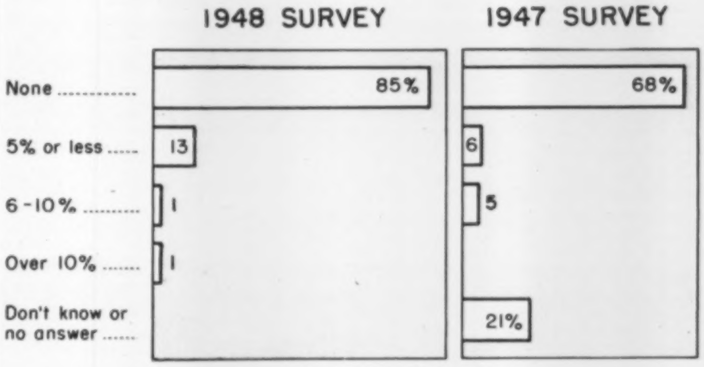

TABLE II

How does this compare with last year?

	1948 Survey	1947 Survey
More	12%	10%
Less	4	2
Same	76	30
No answer or indefinite	8	58
	100%	100%

---

*A sample of all national and regional advertising agencies in the U.S., controlled for proper balance by geographical area and volume of business.

LEVER SHUFFLE

Products Changed on Shows

LEVER BROS. last week announced a "sweeping shift" in its radio program schedule following official announcement of the switch of *Amos 'n' Andy* from NBC to CBS and purchase of the show by the latter network for a reported $2,000,000 [BROADCASTING, Sept. 6].

According to John R. Gilman, Lever Bros. vice president in charge of advertising, the following reshuffling will take place as part of a "general reshaping of the Lever radio set-up."

Starting tomorrow, Sept. 14, the *Bob Hope Show* will be shifted from 10-10:30 p.m. Tuesdays on NBC to 9-9:30 p.m. At the same time, *Big Town*, now on CBS, will move into the 10-10:30 slot on NBC formerly occupied by Bob Hope. The *Bob Hope Show* will henceforth be heard on behalf of Lever's Swan soap instead of Pepsodent toothpaste. The Pepsodent commercial will be switched to *My Friend Irma*, now heard Mondays at 10 p.m. on CBS for Swan soap [BROADCASTING, Aug. 30].

Big Town, whose last sponsor was Sterling Drug for Ironized Yeast, will be heard on behalf of Lifebuoy soap when it switches to NBC. (Lever Bros. had previously leased *Big Town* to Sterling Drug, but is now reclaiming the property).

Explaining the time and product shifts, Mr. Gilman said: "Although all Lever evening shows this past season were among the first ten in audience rating, it is part of the Lever philosophy to shift programs

(*Continued on page 76*)

AMOS **ANDY**

. . . To CBS for Rinso

Mr. GILMAN

. . . Whenever gains . . . sponsor should have courage to . . . shift

INDUSTRY PROMOTION

Financial Pledges Moun

MILLION-DOLLAR (at least) campaign to promote broadcast advertising, proposed by Murray Carpenter, WPOR Portland, Me., has aroused interest among broadcasters in all parts of the country.

The idea of staging a promotion drive paralleling those of competing media was offered by Mr. Carpenter at NAB district meetings in August during discussion of NAB's All-Radio Presentations.

NAB's campaign, based on a $200,000 budget, has received financial pledges from nearly 350 stations, along with support from networks and representatives. Hugh M. P. Higgins, NAB assistant director of broadcast advertising, is promoting the campaign and soliciting pledges at district meetings.

Mr. Carpenter, former head timebuyer of Compton Advertising Inc., contends that radio needs more business and a lot of new customers as well as more business from present customers. His plan is reviewed in a booklet titled "Now Is the Time to Start Selling Radio." It was discussed in detail for the first time at the NAB District 2 meeting in Rochester [BROADCASTING, Aug. 23].

"Radio has become so used to accepting business that few of us have developed really high skill at selling business," Mr. Carpenter says in explaining how newspapers and magazines tell their story. Radio is new and needs more selling and promotion than magazines and newspapers, he argues. These media spend millions to sell themselves, he explains, and radio must spend millions to buck entrenched prejudice if it is to forge ahead against competition.

Mr. Carpenter reminds that "Audience Surveys is making a survey for BROADCASTING to find out what you think of this idea. It is important. Think of the income we will need five years from today and how we are to get it before you answer the questionnaire."

To Board in November

The subject will come before the NAB board in November, he said, urging stations "to tell the director from your district that you have the guts, the courage, the foresight to invest money to make money."

"This list could easily grow to $50,000,000 worth of projects," Mr. Carpenter writes. "Maybe I have thought up $50,000,000 already. I do argue, however, that we are a $300,000,000 business and would like to be a $500,000,000 business. It seems to me to be good, cold, hard-headed business sense to make definite, clear plans and take positive courageous action to reach the goal we want to reach.

"Suppose we spend $2,000,000 the first year, $3,000,000 the second year, $4,000,000 the third year, and so on. This would make $20,000,000 in five years. But surely we can afford to spend 5% to get this added business. To make this pay off, we would only have to increase our average business from $300,000,000 to $400,000,000 per year. How can you buy a better bargain than that?"

At first money should be raised from voluntary contributions, Mr. Carpenter said, based on a percentage of gross, and probably leading to NAB assessment after a few years.

Publication circulations have increased faster than circulation rates, according to Mr. Carpenter. "Radio is still a bargain but we have to go out and prove it," he contends.

Other Media Efforts

Describing elaborate newspaper and magazine promotion, backed up by "tremendous budgets," he says the campaigns are directed by skilled persons having solid industry backing.

Newspapers are in a stronger tactical position than radio in soliciting new business from new prospects, he says, with many of those influencing advertising expenditures having had newspaper experience. He said the printed media get their advertising from a large number of sources, whereas radio business comes from a small number of companies.

Among promotion projects he lists are these:

Four or six films per year similar to the All-Radio Presentation.

Huge direct-mail campaign of beamed success stories.

Easel presentations, brochures, transcriptions, mats and other sales promotion helps for sales promotion.

Centralized sales department in New York, with district salesmen.

Central research department equipped with all modern tools.

Flying squads of experts for loan to individual stations.

Special merchandising department to show national manufacturers how to supply retailers with material for use on local stations.

Create school, or subsidize courses in radio use for advertising students.

Paid space campaigns in all principal trade publications plus an editorial service for trade-paper editorial writers.

Giveway Hearing Scheduled Oct. 19

Deadline for Filing Comment Also Advanced to Sept. 24

ORAL ARGUMENT on FCC's proposed ban on lottery giveaway programs was set by the Commission last week for Oct. 19.

Simultaneously the time for filing comments on the proposed rules was advanced from Sept. 10, the original deadline, to Sept. 24.

In scheduling argument FCC recognized that there is "widespread interest" in its move against the million-dollar giveaway craze, even though none of the principals involved—networks, stations, agencies and sponsors—has yet filed a formal statement.

Literally hundreds of letters from listeners have been received, however; they appear about evenly divided between praise and condemnation of the FCC's action.

Postponement of the deadline for filing statements was in compliance with a petition submitted by ABC asking for two weeks beyond the Sept. 10 date in view of FCC's issuance of a supplemental notice following the original proposal.

Referring to the legal authorities under which FCC said it was acting after it was discovered that the anti-lottery law has been moved from the Communications Act (Sec. 316) to the U. S. Criminal Code [BROADCASTING, Aug. 30], ABC said:

> **The supplemental notice adds new problems not in the original notice. The two-week period between its release and the time within which comments on the proposed rules must be filed is not adequate to complete the thorough analysis that the subject matter merits.**

ABC is expected to be among the strongest opponents of the proposed rules.

DISTRICT 14

Carpenter Proposal Backed

CALL for American radio to throw its strength into a nationwide continuing campaign to sell itself, as proposed by Murray Carpenter, general manager of WPOR Portland, Me., (see separate story) was sounded last week by broadcasters at the NAB District 14 meeting in Yellowstone Park. The meeting was held Tuesday and Wednesday at the Mammoth Hotel.

Delegates from six Western states unanimously adopted a resolution calling on NAB to draw up plans and cost estimates for a campaign to sell and promote radio. The resolution urges the NAB board to present figures to the NAB convention in Chicago next April.

The strongly worded resolution was written by Walter Wagstaff, KIDO Boise, Ida., and presented to the convention by Paul McAdam, manager of KPRK Livingston, Mont. It followed numerous expressions from the convention floor that NAB's current All-Radio Presentation is inadequate.

The all-radio plan became the springboard for the proposal to draw up a continuing campaign by the broadcasting industry to tell its story to potential advertisers in the most effective manner.

Hugh M. P. Higgins, NAB assistant director of broadcast advertising, described the all-radio drive and called for financial support. Mr. Higgins is making the district meeting tour to solicit contributions.

Following his explanation of the plan, the expressed consensus was that the presentation should be regarded only as a beginning and that in itself it is entirely inadequate to meet the continuing promotion and selling campaigns conducted by competitive media.

Plan for Funds

Spokesmen for the continuing campaign expressed willingness to participate in an industry project based on station assessment. This would provide funds to finance the promotion.

In other resolutions the district praised President Justin Miller for his efforts on behalf of free radio and lauded Hugh B. Terry, KLZ Denver, for his organization work as district director on behalf of area members.

The meeting delved into such industry topics as television, music rights, sales, programs and small market station problems.

Other NAB officials who took part in the proceedings included Richard P. Doherty, who conducted a session on employe relations; Charles A. Batson, who presented his analysis of TV station costs, and Harold Fair, who discussed programming and the Standards of Practice.

After long debate the convention adopted a resolution calling for revision of SESAC contracts. The resolution asked that NAB's Music Advisory Committee be instructed by the board to intercede with SESAC to draw up an agreement by which stations may contract either on a per program or blanket contract basis.

The resolution asked that the committee be instructed to clear at the source the broadcast rights on all SESAC material originated by any network.

Robert J. Dean, chief advocate of the resolution, argued SESAC contract relations should be put on the same basis as those with ASCAP and BMI.

The district adopted a resolution calling for inclusion of a radio set ownership question in the 1950 U. S. census; supporting BMI activities, and supporting the Standards of Practice.

PER INQUIRIES

NAB Reports Time Chisels at All-Time High

By J. FRANK BEATTY

TIME-CHISEL and per-inquiry campaigns have reached an all-time high, according to station complaints received by NAB.

The situation has become so serious that two NAB committees will take up the subject this fall to see what action can be taken to check the trend.

Though a summer surge in this type of business is normal, being based on the idea that stations will do anything to boost their income in the slack season, the current list of offers is so long that station officials are asking NAB to see what can be done.

Application of the NAB Standards of Practice July 1 apparently had no effect. The code does not directly ban per-inquiry and time-chisel campaigns, but many of the continuities violate code time limitations, according to NAB.

President Justin Miller has not yet announced membership of the new Standards of Practice Observance Committee, but is expected to do so in the near future.

When the committee gets into operation it will find that some per-inquiry continuities are pure five-minute commercials.

Will Tackle Problem

Two NAB standing committees meeting this fall will go into the problem. The Sales Practices Subcommittee of the Sales Managers Executive Committee will consider the subject. Chairman is John W. Kennedy, WHAM Rochester. The Small Market Stations Executive Committee, headed by Simon Goldman, WJTN Jamestown, N. Y., also will discuss the subject. Dates for the meetings will be announced soon.

The matter will be one of the first problems facing Maurice B. Mitchell when he leaves managership of WTOP Washington to become NAB director of broadcast advertising. Mr. Mitchell is to assume the post Sept. 20.

New and strange twists have appeared in recent weeks.

One per-inquiry firm, marketing bras, offers station managers a special inducement in the form of a gift. The gift is a bra (regular, longline or plunging neckline with choice of color, size and cup style).

A premium offer for broadcast programs is based on a book with "100% guarantee" covering its tips to parents on "how to create either a male or female child."

Every per-inquiry and free-publicity offer received at NAB is answered by J. Allen Brown, assistant director of broadcast advertising. Mr. Brown reminds them that the 1946 NAB convention adopted a resolution opposing such practices. He suggests they buy time at station card rates.

Per-inquiry offer by a West Coast firm includes an obsolete NAB-AAAA contract form, on the back of which are statements condemning the practice.

Complaint has been made against one perennial P. I. promoter by a station which alleges that a contract was signed for time but payment later was refused on the ground the station didn't pull sufficient orders. At no time was a per inquiry deal mentioned in the transaction, according to the station, which never accepts P. I. business.

'Good Faith' Checks

A new angle is that of Northwest Radio Adv. Co., Seattle, which sends three checks "as evidence of good faith" and "not to be cashed until the required orders have been received." A letter from R. E. Barringer, on Northwest stationery, explains, "Enclosed please find three checks, each for $30 in full payment for 100 Gardner Nursery orders, 100 Tulip Man orders, and 15 Burton orders."

Empire Broadcasting Corp., for example, offers a series of 14 15-minute transcribed programs as a public service feature, free of all charges. The programs dramatize medical and surgical progress and are made available by "one of America's largest manufacturers of hospital and drug supplies." The series "will lend itself admirably to local sponsorship," according to Arthur Lubo, Empire director of station relations.

Scripts Promote Vel

Colgate-Palmolive-Peet requested free time for its Vel in a letter to farm editors, sending scripts explaining how its neutral wetting agent helps the farmer keep his milking equipment cleaner. A reply card addressed to A. J. Roby, of C-P-P, adds a note, "If you cannot use any of this material, will you please tell us why?"

DA Syndicate, Chicago, sends stations copy praising Sherwin-Williams paint, with a reply card asking data on estimated audience.

Stations have complained that the National Board of Fire Underwriters, New York, is buying time in national magazines and other publications to promote Fire Prevention Week, Oct. 3-9, at the same time soliciting free radio time for its "Fire Insurance Facts and Trends." The copy describes services of the fire insurance business.

J. R. Livesay, president and general manager of WLBH Mattoon, Ill., inserted tongue in cheek to show a free-time pleader how ridiculous was his project.

Writing to the president, National Pressure Cooker Co., Eau Claire, Wis., he explained that the alleged "news" was pure commercial. The letter continued:

> If radio in the local markets is worth the trouble of your asking for it free, why don't you try appropriating a part of your advertising budget for it and you might discover, as many other advertisers have discovered, "that local spot radio is your lowest cost per impression form of advertising." Think it over. We aren't the suckers that your friends in the S. Richard Stern, 11 West 42d St., NYC, organization take us to be. If you personally need a "hand-out" let me know and I'll be glad to contribute out of my own pocket to your personal welfare.

"IT'S LIKE THIS, MITCH," said Frank E. Pellegrin (l), ex-NAB broadcast advertising director, to Maurice B. Mitchell, WTOP Washington manager who succeeds to the key NAB position. Mr. Pellegrin, now general manager of KSTL St. Louis, briefed Mr. Mitchell at NAB headquarters.

Survey Made

Artists Recording Bureau, 4242 Pinewood Ave., Jacksonville 7, Fla., has conducted a questionnaire survey of station policies on P. I.'s.

Furman Co., New York, has contacted stations on two items sold by its client, Manufacturer's Value Corp. of Brooklyn, a $14.95 swing hammock and metal stand, and Saftylok, an auto door safety handle, $8.95 a pair. Each sale nets the station $2 a unit.

William F. Finn & Assoc., Tyler, Tex., is buying time on a per inquiry basis for Talisman Nurseries, with a transcribed quarter-hour starting Oct. 1. Last year the agency had three radio offers on 30 stations.

Tullis Co., Hollywood, offers a 13-week announcement contract for Myrel, using the 1942 standard NAB-AAAA contract form now obsolete. The agency's letter to stations says: "The advertising budget for Myrel allows $.75 on the small size and $1.50 on the large. If you can produce bona fide leads at these allowances, proceed with this contract."

Feature Bureau, 152 W. 42d St., New York 18, N. Y., has a contest with $5,000 in prizes for a winning slogan. It includes "a personal gift as a reward for your

(Continued on page 68)

RECORD BAN

Words Still Speak Louder

DESPITE constantly recurring reports that a settlement of the recording ban is imminent, a reputed "key figure" in the spasmodic attempts to reconcile existing differences between James C. Petrillo's American Federation of Musicians and the record and transcription companies flatly denied this last week. He said there is no basis for believing that lifting of the record ban is expected or even likely.

A. Walter Socolow, New York attorney who has been retained as counsel by several leading transcription firms, told BROADCASTING last Thursday that, while he has had conversations with Mr. Petrillo on ways and means of rescinding the record ban, he knows of no plans for further meetings with the AFM president. Mr. Socolow, who has been mentioned in some quarters as a "white hope" for breaking the recording impasse, indicated that nothing in his talks with Mr. Petrillo produced any results which might justify another meeting.

Plan Termed Violation

"Mr. Petrillo wants money, and there is no way he can get it from the transcription firms legally," Mr. Socolow said. The so-called Diamond plan, originated by AFM Counsel Milton Diamond, under which the transcription firms would contribute to an AFM royalty fund to be deposited with the Guaranty Trust Co., was termed a violation of the Taft-Hartley Law when Sen. Taft, the bill's co-author, was asked if such a maneuver would be sustained in the courts.

Other highly placed sources on the recording side insisted that there was a distinct possibility of a compromise settlement.

The only apparent basis for optimism in the recording picture was Mr. Socolow's disclosure that his talks with the AFM president came at Mr. Petrillo's invitation. This appeared to be the first time that the union boss had made an open bid for settlement, although in the past several months he has indicated by indirection, and even admitted in so many words, that he would lift the record lid if a "painless" method of doing so were offered.

Meanwhile, various record firms were continuing last week to cut records with instrumental backing, with varying degrees of secrecy or openness, in defiance of the AFM's no-recording edict—as they have been doing ever since the ban went into effect.

POLITICAL TIME

Stations' Rights Reviewed

DIFFICULTIES met by stations in allotting time to candidates for public office are reviewed by Ivar H. Peterson, NAB attorney, in the current issue of the *Journal of the Federal Communications Bar Assn.*

Mr. Peterson

Pointing to provisions of law and FCC regulations including the Port Huron decision, along with confusion encountered by stations in reconciling these requirements with the facts of political life, Mr. Peterson reviews the rights of stations as well as those of candidates and cites some of the procedures followed by the industry.

In allocating time to candidates, Mr. Peterson points out, many stations refrain from carrying any political broadcasts until the time for filing has passed in the case of primaries, or until recognized parties have nominated their candidates.

Explaining that even this rule does not afford complete protection, Mr. Peterson says, "It is not unusual for sticker and write-in candidates to appear rather late in the campaign, and it is then that the broadcaster may be faced with a request from such a candidate for air time equivalent to that previously used and to be used by his opponent who entered the contest much earlier.

"If the request must be granted, it can be seen that the late-comer will be able to concentrate his message within a short span of time, perhaps to the prejudice of the other candidate who has spread his talks over a much longer period.

Same Opportunities

"The more equitable solution would appear to be to afford the same opportunities to each candidate dating from the time the late-comer announces his candidacy.

"By following that practice, equality is achieved for the period when in fact rivalry exists, and there is less likelihood of unbalancing the licensee's program structure. A policy of making available a specified amount of time per week to each candidate, with the understanding that unused time cannot be accumulated, would seem to satisfy the legal requirements and also to guard against unbalancing the station's program schedule."

Mr. Peterson notes that Section 315 of the Communications Act on its face makes no reference to sponsors or supporters of candidates, and such authority as exists supports the view that the broadcaster's duty runs to persons who actually are candidates, and not to others.

Some broadcasters treat speeches by supporters of a candidate, who speak with the candidate's approval, on the same basis as speeches by the candidate, he says.

"It is not unusual for stations to allot definite blocks of time to the various contenders for office," Mr. Peterson writes, "which may be used by the candidates personally or by sponsors. While this practice seems unobjectionable, the licensee may find himself at a legal disadvantage in the event he is called upon to defend a defamation suit based on remarks by a person speaking in behalf of a candidate.

"Even assuming that the Commission's Port Huron rule relieving licensees of liability for defamatory matter contained in broadcasts by legally qualified candidates is correct, it does not follow that broadcasts by sponsors of candidates afford the same immunity.

"The statute imposes a duty on the licensee only with respect to the use of the station 'by any person who is a legally qualified candidate for any public office'; the basis for immunity, if any exists, stems from the fact that the licensee has 'no power of censorship' over the material broadcast under the provisions of Section 315.

"Since use of a station by another in support of a candidate is not use by a candidate, no duty is imposed by Section 315 on the licensee to carry the speech and there can be no immunity from liability because the licensee is not barred from exercising the power of censorship.

"Once a licensee has permitted a legally qualified candidate to use the station, all other candidates for the same office must, on request, be afforded equal opportunity in the use of the station.

"The statute does not define what is embraced in the words 'equal opportunities,' but considering the objective of the statute—preventing discriminations — the Commission seems to be on sound ground in saying that the meaning of the term 'is not to be arrived at by the application of narrow, legalistic notions.'

"In the Stephens case, the Commission held that quantity alone did not satisfy the statutory requirement—it was not enough to offer the second candidate equal time after 10 p.m., when the first speaker had been allowed to broadcast during the choice period between 7 and 8 p.m.

"And a period on Saturday night is not equivalent to a like time on Thursday evening when the potential audience is larger. Of course, candidates for the same office must be charged uniform rates, and the Commission Rule prohibits any discrimination in charges, practices, regulations, facilities, or services."

Mr. Peterson goes into rulings and interpretations of the term "legally qualified candidate" and problems faced by stations in applying the various constructions.

DISCUSSING plans for Chicago sponsorship of MBS' "Leave It to the Girls" are (l to r): M. Cowan, board chairman, Continental Pharmaceutical Co., sponsor; Arthur Meyerhoff, head of Meyerhoff agency; Mac Ward, Mutual's Midwest sales manager; E. Kolkey, president of Continental, and Walter Lurie, MBS director of new program development.

POLITICS POLICY

Comprehensive Survey By Ohio State U.

A COMPREHENSIVE study by Ohio State U. of station policies indicates that only one percent of broadcasters surveyed would flatly refuse paid political broadcasts but 23% would unequivocally reject "argumentative" political announcements.

A total of 58% of the stations offered outright acceptance of "argumentative" political announcements, while 18% would carry the announcements only under certain conditions.

The survey last June by the university's speech department included 158 fulltime AM stations or roughly 15% of the fulltime AM's in the 50-kw, 5-kw, and 1-kw power classifications and slightly less than 8% of 250-w stations of the 1,430 authorized or in operation as of January 1948.

Adjustments were made to give 250-w stations the "weight" to which they are entitled with respect to their geographical location, and the size of the service area.

Since circumstances in particular cases often warrant wide variations in policy and preclude absolute "Yes" or "No" answers, the data must be considered as providing only an approximation of general policies of the stations as a whole, Harrison B. Summers of the university's speech department explained.

Much stronger policy restrictions were applied by large stations in handling political programs. Of the 50-kw stations replying, only 19% would accept "recorded excerpts of talks by FDR," as compared with 43% of the 5-kw stations, 64% of the 1-kw stations and 66% of the 250-w outlets. Similarly, only 19% of the 50-kw class will accept dramatized political programs, as compared with 42% of the 5-kw, 67% of the 1-kw and 78% of the 250-w.

A table on station reaction to paid political programs is shown below:

In its sampling on religious and controversial programs the university learned that only 9% of the

(*Continued on page 36*)

TABLE I
PAID POLITICAL PROGRAMS

	YES	Yes-Qual'd	NO	No Answer
During the coming campaign, will your station sell time for political broadcasts?	96%	3%	1%	-
Will you cancel commercial programs, if necessary to make time available for local politicals?	40	19	31	1%
Will you permit the use, on local politicals—				
Of recorded speeches by candidates for office?	92	4	2	2
Of entertainment features—comedians, vocal groups, etc.?	63	7	28	2
Of dramatized materials, taking up all or part of the program?	49	13	36	2
Of religious or patriotic music?	48	13	37	2
Of recorded excerpts from talks by "FDR"?	42	12	42	4
Will you sell time locally for political spot announcements, merely announcing political meetings?	91	2	6	1
Announcements that are "argumentative," intended to influence opinion?	58	18	23	1
Will you carry paid political programs offered by a network, including materials you would not accept on a local basis? (Replies from affiliates only)*	23	11	59	7

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* Many wrote after replies—"How can we tell in advance what a network program will contain?"

NAB Appoints Sullivan As Research Assistant

C. MERYL SULLIVAN last week joined the NAB Research Dept. as assistant director serving under Dr. Kenneth H. Baker, department head. The department has been without an assistant director since resignation of Helen Schaefer in 1946.

Mr. Sullivan is a graduate of Harvard (1934) and received an M.A. from Georgetown U. last year. He is continuing his graduate work. Recently he set up a unit administering death benefits under the Krug-Lewis welfare and retirement fund and during the war he served overseas with the Red Cross. His background has been in economics and economic research.

TBA Disclaims Merger; Plans Drive for Members

NAB and Television Broadcasters Assn. are working toward cooperative operation but no merger is contemplated, Jack Poppele, TBA president, told BROADCASTING last Thursday as TBA announced a concerted membership drive.

A. D. Willard Jr., NAB executive vice president, apprised of Mr. Poppele's statement, said committees representing the groups are searching for a way of giving TV broadcasters full trade association service at minimum cost.

Committees representing the two groups will meet within two or three weeks to go over various ideas. They met Sept. 1 in New York to explore the subject [BROADCASTING, Sept. 6].

Mr. Poppele's statement follows:

Published stories concerning a possible or probable merger of TBA and NAB are without basis in fact. At a meeting of TBA and NAB committees to explore areas of identity and diversity held Sept. 1, several forms of cooperative effort were reviewed. The matter of a possible merger was neither on the agenda, nor was it discussed except in a disavowal on part of either group to combine interests at present or in the foreseeable future.

The net outcome of this very friendly meeting was to decide that cooperative effort and interchange of information between both groups would be in the best interest of television. It is on this basis that both committees are now developing plans whereby this cooperative effort could be achieved without affecting the autonomy or individuality of either trade association.

Mr. Willard's statement follows:

I am not aware there has been any indication in the press or elsewhere that a merger of TBA and NAB was contemplated. At the last meeting of TBA and NAB representatives in New York it was clearly understood from the beginning that no absorption of either association by the other was contemplated.

The members of the committee from both organizations are endeavoring to find a cooperative method of operation which will provide full trade association service for television broadcasters of America with maximum efficiency and minimum expense.

With the goal of enrolling every television broadcaster, construction permit holder and applicant as a member of TBA, concerted membership drives will be launched in the immediate future in all of the four regions into which TBA has divided the country for organizational purposes [BROADCASTING, Aug. 23].

Decision to stage an all-out membership drive without further delay was reached at the first meeting of the acting TBA regional chairmen with the organization's president, Mr. Poppele, vice president of Bamberger Broadcasting Service, last week in New York.

At Meeting

Meeting was attended by Neil H. Swanson, WMAR-TV Baltimore, Eastern region chairman; Walter Damm, WTMJ-TV Milwaukee, Midwestern region chairman; Charles Crutchfield, WBT Charlotte, Southern region chairman; George Supert, Paramount Pictures Corp., representing Klaus Landsberg, KTLA Los Angeles, who was unable to attend; Will Baltin, TBA secretary-treasurer, and Mr. Poppele.

Explaining the TBA board action in establishing the regional set-up for TBA, Mr. Poppele told the district chairmen that the plan was designed to enable the video broadcasters in each region to work together on their common regional problems without the necessity of waiting for national membership or board meetings.

Many problems confronting TV broadcasters today are of local or regional nature, it was stated, and can be solved most expeditiously at the regional level. Problems of national import will, of course, be submitted to the National board for action.

In pledging their support to this decentralization move by TBA, the new regional chairmen asked that they be given exact boundaries of their respective regions, so that conflicts or overlapping activity may be avoided from the start. Mr. Poppele promised to supply them with such boundary definitions as soon as they can be prepared.

St. Louis TV Sets

TOTAL of 9200 TV receivers are now installed in the St. Louis area, according to a survey by the Union Electric Co., which furnishes the region's power. Number of receivers includes 7400 in homes and 1800 in public establishments. Only operating station in area is KSD-TV, one of the key outlets in proposed NBC TV Midwest network.

NEGOTIATIONS completed, Jack Brickhouse (l), WGN-TV sports service manager and sportscaster, congratulates Thomas Doyle (seated), vice president, Atlas Brewing Co., on contract for telecasts of remaining Chicago White Sox baseball games this season. M. H. Bronner (center), vice president, Olian Adv. Co., and Vernon Brooks, WGN-TV operations director, smile approval.

KRLD PLANNING VIDEO WITHIN YEAR'S TIME

KRLD Dallas will begin construction at once on its television station, and plans to be on the air "within 12 months."

Building was ordered begun on a tower atop the *Dallas Times Herald's* five-story building in the downtown area to a 560-foot height above street level. Actual tower will be 450 feet, topped by a 40-foot antenna. KRLD will be CBS video outlet for Dallas-Fort Worth.

A previous suburban hilltop site bought by KRLD for its TV unit was ruled out by FCC following Civil Aeronautics Administration objection.

* * *

JOHN W. RUNYON (seated), president of KRLD Radio Corp., Dallas, places an order with General Electric for over $200,000 worth of television equipment. Also present are (l to r) Clyde Rembert, KRLD manager; Roy Flynn, technical supervisor of the station, and Jim Douglas, GE district representative. Order calls for a 5-kw transmitter, studio equipment, and portable and relay units. Station expects to be on the air by late this year.

MIAMI TV REVOCATION IS SUSPENDED BY FCC

FCC SUSPENDED its revocation of WTVJ (TV) Miami last week pending hearing and decision on the case, which involves alleged ownership misrepresentation.

FCC's order to take back the construction permit granted to WTVJ was issued in July and was to have become effective Aug. 30 [BROADCASTING, Aug. 2]. At the same time FCC also had designated for hearing an application for assignment of the permit of WMIE Miami, AM outlet which FCC linked with the ownership of WTVJ.

The television station was to have begun operations about Sept. 15, according to letter filed at the Commission in mid-August requesting special temporary authority to begin program tests. FCC felt a grant of the STA would not settle the matter.

WTVJ pointed out that many receivers already have been sold and dealers are heavily stocked in that area. Attached telegrams and letters attested to some $800,000 worth of set inventories, commitments and sales. Letter further pointed out five applications pend there for three remaining channels and it will be 18 months before competitive hearing is held and grant made.

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For television personnel changes, programs, etc., see various notes departments in this issue

P. R. Grant Brews Fears for Freedom

Mestre Petitions Rep. Harness To Investigate

HEMISPHERIC apprehension is developing over the 14-month-old FCC grant of a government-controlled station on Puerto Rico, it was learned last week.

Goar Mestre of Cuba, newly elected president of the Inter-American Broadcasting Assn., in a recent cablegram to Rep. Forest A. Harness (R. Ind.), chairman of the House Select Committee Investigating the FCC, urged a complete investigation of the grant.

The Committee, which has already indicated it has launched an investigation, is believed to be giving heavy attention to the matter.

Frank T. Bow, general counsel of the committee, a fortnight ago revealed Chairman Harness had received a message from a spokesman for 20 of the 22 Puerto Rican broadcasters, who had suddenly awakened to the realization that their commercial operations had been jeopardized by the grant [BROADCASTING, Aug. 30].

No Opposition

Private Puerto Rican broadcasters had failed to offer much opposition when the Commission April 30, 1947 issued a commercial grant to the Puerto Rico Communications Authority for WIPR, the 10 kw government outlet on 940 kc. The broadcasters ostensibly were of the opinion that the government station would be engaged only in educational and cultural operations.

WIPR officials maintain that their plans were a matter of public record and that those now protesting should have made their positions known when the application was filed more than two years ago.

NAB officials, who have on several occasions expressed deep concern over the issue, are still closely pursuing the matter. A. D. Willard Jr., NAB executive vice president, told BROADCASTING last Thursday that "we're interested in bringing the full facts before the public."

1st Major Election Talk Of Dewey on CBS, MBS

THE FIRST major campaign speeches of the Republican Presidential and Vice Presidential candidates are scheduled for Sept. 20 and 16th, respectively.

Gov. Thomas E. Dewey will broadcast from Drake Stadium in Des Moines next Monday (Sept. 20) over CBS and MBS, 10-10:30 p.m., EDT (8-8:30 p.m. Des Moines time).

The first speech of Gov. Earl Warren's vice presidential campaign tour will be broadcast from Salt Lake City this Thursday (Sept. 16) over the 165 stations of CBS from 7:30 to 8 p.m., Salt Lake time (10:30-11 p.m. EDT).

A PLAN whereby she will have a series of confidential assistants, much as Supreme Court justices take on law clerks, was inaugurated last week by FCC Comr. Frieda B. Hennock, shown here with her first appointee, Stanley S. Neustadt. Her idea is not only to get expert assistance with the legal, legislative and general regulatory problems of FCC, but also to make the opportunities of the post available to as many well-qualified young lawyers as possible. Mr. Neustadt, 24, graduated from high school at 15½, entered Columbia Law School at 18 after completing studies at Columbia College. He got his LLB from Columbia after serving as an Air Forces pilot from 1943-46, and has had a year's experience with a New York law firm. He was an editor of the "Columbia Law Review" and, in his second year, won a prize in constitutional law.

NEW HAMPSHIRE GROUP FORMS LOCAL NETWORK

A NETWORK of five AM and three FM stations has been formed in New Hampshire under the name of the Granite State Network. Reported to cover most of the large communities in Southern and Central New Hampshire, the stations included are WTSV and WTSV-FM Claremont, WLNH Laconia, WKBR and WKBR-FM Manchester, WOTW and WOTW-FM Nashua and WWNH Rochester.

Officers of the Granite State Network include Arthur Newcomb, WOTW manager, president; Warren Brewster, WLNH manager, vice president; William F. Rust Jr., general manager of WKBR and WTSV, treasurer, and Al Malin, WWNH, who will serve as secretary.

The two major purposes for the formation of the network are reported as: Better connections between the various cities and an exchange of programs of interest. And to provide advertisers with a convenient method of purchasing time in several different communities with but one transaction. The network states that special rates have been set up for the purchase of time on all or part of the network.

FM will be used for interconnection of the stations, it was announced by the Granite State Network.

TV Extension Unit

INDUSTRIAL Television Inc., Clifton, N. J., has announced a new low-priced viewing unit, Sussex-10, designed for remote control use in homes, hospitals, taverns and hotels. Comprising a 10BP4 cathode-ray tube with a metal and plastic cabinet, unit can be hooked to a regular home receiver to provide TV service to nursery or rumpus room as well as in the living room, permitting simultaneous viewing by adults and children, company states.

Joseph Lopez Is Named To WEAN Managers Post

MANAGEMENT of WEAN Providence, R. I., was taken over Sept. 6 by Joseph Lopez, associated with the Yankee Network since 1927. The move was announced by Linus Travers, executive vice president and general manager of the network.

Mr. Lopez has been manager of WICC Bridgeport, Conn., for the past 17 years. During the war he served as manager of WEAN. Both outlets are Yankee Network stations. No successor has been named for Mr. Lopez at WICC.

FCC's Libel Ruling Refuted in N. J.

Court of Errors Holds Station Responsible for Defamation

INDICATION that the courts may not follow the FCC line in libel responsibility of stations for political broadcast material was seen in a ruling by the New Jersey Court of Errors. The court held that a radio station can be held legally responsible for defamatory statements broadcast on its facilities.

On the final day of its working existence, the court, in an opinion written by Justice Albert E. Burling, held a station over which libelous or slanderous statements are made by someone who has bought time must prove that it tried but could not prevent such statements.

The court expires Sept. 15 under reorganization of the state judicial system.

Suit was instituted originally by Lloyd J. Kelly, Trenton public safety deputy director, against the newspaper *Trentonian;* Arthur D. Hoffman, its former editor, and Trent Broadcasting Corp., operating WTTM Trenton.

Trend toward ad libbing and difficulty of preventing the practice was recognized by the court, which called it a matter of social policy for the legislative forum.

The Mercer County Circuit Court had eliminated the station from the suit because the deputy commissioner had failed to allege that WTTM neglected to exercise proper care in preventing utterance of remarks by Mr. Hoffman against him. The 14-judge appellate court unanimously reversed the lower court and restored the action against WTTM.

Justice Wachenfeld took issue with the legislative phase of the opinion, contending the court should decide the fundamental issue when the legislature had failed to do so.

Results on Close Texas Senate Race Due Today

REP. Lyndon B. Johnson—counted out for a week—appeared headed for the seat of junior U. S. Senator from Texas in an amazing photo-finish. But anything can happen.

Trailing in the Texas Election Bureau's unofficial tally for seven days, Rep. Johnson jumped into a 162-vote lead over former Gov. Coke Stevenson in a revised count of 918,154 votes. Final official canvass rests with the State Democratic Executive Committee, which meets in Fort Worth Sept. 13.

Speaking over a statewide network Labor Day, Rep. Johnson warned his friends to be vigilant against any "attempt to thwart the will of the people" at the official canvass. He spoke from KTBC Austin, with his wife, Claudia, KTBC owner, also making brief remarks. She campaigned for him.

A NOO YAWK IDEAR

Dey Wanna Start Noo Program —So Dey Run an Ad—

DERE'S dis Noo Yawk station, WNEW, see, and dey get an idear dey wanna start a noo program called *How to Speak English*. So dey run an ad in duh Noo Yawk papers, it goes like dis:

> "Wanted for radio series: one girl who speaks New Yorkese, has bad diction and careless enunciation. Girl selected will receive free instruction from college professor in how to speak English correctly and fluently. Call Henry Higgins, Plaza 3-3300."

Well, to make a long story, dey get more than a hunert phone calls at WNEW from Noo Yawk goils. Fi'teen of dem are gonna get an addition at duh stoodio dis week, to see whose verse is woist.

NAB Unit Studies Facilities for Relay

Allocation of Enough Channels Vital to Industry, Public

STEPS to insure enough relay facilities for AM, FM and TV broadcasting were taken Thursday at a meeting of a subcommittee of the NAB Engineering Executive Committee.

Under chairmanship of John H. DeWitt Jr., WSM Nashville, the subcommittee discussed overall spectrum requirements and needs of broadcasters for relay channels.

"The committee is working hard on the project of allocating frequencies in view of the FCC's oral argument on the subject Oct. 6," Mr. DeWitt said following the all-day session. "We feel that allocation of sufficient channels is vital to broadcasters and the American public and that there is sufficient channel space for everyone if the Commission is realistic about the demands required by other services."

Economy Urged

Every avenue should be explored to bring economy in frequency usage, the committee felt, so adequate relay facilities will be available not only for regular needs in AM, FM and TV but also for emergency, disaster and national defense services.

The committee reviewed a questionnaire being sent to NAB members. The survey is to produce data on uses and needs of broadcasters. Letters and comments on the FCC's proposed deletion of the 152-162 mc channels as recommended by its Engineering Dept. were reviewed. The committee will study the number of TV relay frequencies and STL frequencies by broadcasters.

Attending the meeting, besides Mr. DeWitt, were E. M. Johnson, MBS; Oscar Hirsch, KFVS Cape Girardeau, Mo.; Lynne C. Smeby, consultant; Royal V. Howard, Neal McNaughten, Kenneth H. Baker and Ivar Peterson, of NAB.

AGRICULTURE-TV

U. S. Dept. to Present, Evaluate Programs

TELEVISION activity at the Dept. of Agriculture has been stepped up with addition of another TV specialist, according to Kenneth M. Gapin, assistant director of information in charge of radio and television. The department's video project was formally launched in July [BROADCASTING, July 19, 26].

Working on the TV research project set up under the Research & Marketing Act are Tom Noone, who joined the department early in the summer, and Maynard A. Speece, for three years radio specialist of the U. of Minnesota Agricultural Extension Service. Mr. Speece was a county agent and seed analyst before joining the U. of Minnesota project. He is an ex-chairman of the Extension Relations Committee of the National Assn. of Radio Farm Directors and a member of the Radio Committee of the American Assn. of Agricultural College Editors.

Mr. Noone

Mr. Speece

With many requests coming to the department for TV material, Mr. Gapin explained the project will plan, prepare and present series of network television programs and measure effectiveness of techniques, along with impact of message content.

"We expect to cover as much as possible the entire field of television operation," said Mr. Gapin, "including adaptation of movies, photos, newsreels, footage for spot news and other fields. We will aim to establish formulas for Land Grant Colleges, county agents and other field organizations to follow in using television locally. Major emphasis will be on general-audience and consumer topics since the project is financed by market research funds but techniques perfected will apply later to general farm and home information work."

Mr. Gapin offered a number of suggestions based on the early phases of the department's TV experience. They follow:

1. Use time offered wisely. All television "time" is not of equal value. Inform yourself of what programs are competing with you. This is most important. Television programs will cost you a good deal more in time and money than radio. If "opposite" a strong competing program, your money and effort may be wasted.

2. Take advantage of earliest opportunity to gain experience. When stations are just starting, they are usually most lenient about time offerings. They will progress rapidly, and you will be required to keep abreast of their progress. Get all the experience you can early—but, again, use your effort wisely.

3. Look for commonplace subjects to begin your programming. Television is a means of reaching human beings as such, and anything which interests people will interest your audience. Your interpretations should be in terms of human values.

4. Choose your performers for their personalities. Attractive personality is a much more important feature than attractive physical qualifications.

5. Since receivers are mostly in cities and towns at the present time, you will likely want to use general audience or consumer information approach. You can use the same production techniques later for farm and home video with only minor adjusting.

6. Watch all developments and make as many surveys as possible to determine audience reaction to your offerings.

7. Cooperate actively with all other service users of television, to learn by their experience, as well as your own. Correspond with other editors, with our office in Washington, with other public agencies, etc. and trade as much knowledge as possible. You will be required to learn skill in television much faster than in radio, and more skill is needed.

8. Above all, remember that no one, has much of a start on you. Don't be afraid to try new techniques and ideas. There are no real "experts" yet; and you have as good a chance as anyone else of becoming an "expert."

STATION officials, agency men and sponsor met in Houston Aug. 27-28 to map elaborate promotion program for show starring Red River Dave McEnery, movie actor, singer and composer, scheduled to take the air Sept. 7 for Crustene Shortening. Seated (l to r) R. S. Ramsey, assistant sales manager, Crustene; Red River Dave McEnery; R. B. Russell, vice president, South Texas Cotton Oil Co., Crustene producer. Standing (l to r) John Paul Goodwin, president, Steele Advertising Agency, Houston; Neil Cline, KTBS Shreveport, La.; Wallace Brown, secretary-treasurer of agency; Jack McGrew, KPRC Houston; Cecil Beaver, KTBS; Tom Daley, agency director of visual media; Ralph Nimmons, WFAA Dallas; Julian Haas, KARK Little Rock, Ark.; Jack Harris, KPRC, and Jack Keasler, WOAI San Antonio.

The Show Goes On

DESPITE a power failure which prevented a full rehearsal, KRLD Dallas, Tex., came through with its dramatic documentary on the work of Boy's Ranch which was fed to the Texas-Louisiana leg of CBS and the Texas State Network. When a power cable exploded at the Hotel Adolphus, where KRLD's studios are located, the rehearsal broke into two parts. The dramatic cast operated in the manager's office, convenient to full windows, and the orchestra set up in the ballroom. Power was restored 20 minutes before air time and everyone joined forces again for the scheduled broadcast.

CBS May Ask U. S. Aid in Polk Case

CBS announced last week that unless the Greek government turns up the murder of its correspondent, George Polk, the network would petition the U. S. government to intercede.

Simultaneously it was announced that the Overseas Writers Assn. was offering a reward of $10,000 for information leading to the arrest and conviction of Mr. Polk's killer.

The announcements were made on a special broadcast last Thursday, 10-10:30 p.m., which was the network's Report No. 3 on the murder of Mr. Polk.

Heard on Program

Heard on the program were Winston Burdette, CBS correspondent who recently returned from Greece; Brig. Gen. William J. Donovan, wartime chief of the Office of Strategic Services, and counsel for Overseas Writers; Mrs. George Polk, the correspondent's widow; Edward R. Murrow, CBS commentator, and Davidson Taylor, CBS vice president and director of public affairs.

Mr. Burdette repeated earlier assertions that the Greek police had failed to explore all possible theories of the murder which, in his opinion, was done for political purposes.

It was Gen. Donovan who announced that the $10,000 reward had been posted by the Overseas Writers Assn., of which Walter Lippman is chairman and Gen. Donovan counsel.

No Formal Note

Mr. Taylor pointed out that as yet no formal note has passed from the U. S. government to the Greek government, but said CBS may request such action.

Mr. Polk's trussed body was found floating in Salonika Bay last May. He had been shot once through the head.

STATION MANAGEMENT

Reinsch's Book Tells How, When, Why

RADIO STATION MANAGEMENT, by J. Leonard Reinsch. Harper & Brothers, New York, 224 pp.

AT THE CREST of the flood of new station grants a year or so ago, a young man with his feet barely wet in radio experience came into BROADCASTING with a look of a drowning man. He had suddenly found himself part owner and general manager of a new station.

"It'll be a cinch," he thought at first. But when operations got feebly underway, he became panicky. "There are a thousand things about this business I don't know," he complained. "Isn't there some book that tells you how to run a station? How can I find out before its too late?"

At that time there was little to offer in the way of a text book. The new station manager had to make—and break—rules as he went along.

That situation vastly improves with the Sept. 29 publication of *Radio Station Management*. Its author is the managing director of WSB Atlanta, WHIO Dayton and WIOD Miami, J. Leonard Reinsch. Harper & Brothers, New York, is the publisher.

Written at the suggestion of Frank Stanton, CBS president, the book is 224 pages of solid, factual material on station management.

VETERAN radio broadcaster, J. Leonard Reinsch is managing director of the James M. Cox stations, WSB Atlanta, WIOD Miami and WHIO Dayton, Ohio. He headquarters at WSB. Mr. Reinsch is a former director of NAB and is now director of Broadcast Music Inc. He also has been active in industry affairs. His new book, "Broadcast Station Management," has been in preparation for over two years.

Although richly experienced himself, Mr. Reinsch approaches the management position with the perspective of one learning the industry from scratch. The result is a source book in which practically all facets of the position are explored, with little taken for granted, or left to the imagination about the basic rules of station operation.

Miller Endorsement

"The author has qualified himself to write as an expert in his chosen field," writes NAB President Justin Miller in the Foreword. "The techniques and know-how of aural broadcasting, which have made American radio superior to that of any other on the globe, are already being applied to such new fields as television, FM and facsimile. It is time for an authoritative treatise . . ."

In commenting on the book Edgar Kobak, MBS president, says: "During the past year or so, the number of radio stations active in this country has more than doubled. The experience and knowledge of those managing these stations naturally varies all the way from zero to a great deal. Even among those who have had experience there must be a large demand for authentic information and ideas from others who have been through the mill, and it goes without saying that the newcomers in the field must have a truly great need for reference material on all phases of station management.

"All too few of the experienced people in this field have put down their ideas and experiences on paper. Leonard Reinsch is to be congratulated for breaking this ice . . ."

Mark Woods, president of ABC, says of *Radio Station Management*, "I feel it is one of the most practical volumes which has been published to date . . ."

Content of Book

The chapter headings give a good indication of the scope of the book: How to Get a Radio Station; How to Judge Network Affiliation; How to Set Up the Organization; How to Use Surveys; How to Handle Union Relations; Program Department; News Department; Engineering Department; Sales Department; Accounting and Traffic Department; How to Train the Staff; How to Promote Circulation; How to Fulfill Community Responsibility; How to Prepare Renewal and Annual Reports; How About the Future?

Mr. REINSCH

The two appendices contain the "WIOD Announcer's Handbook of Policy Menchanics Procedure," and "Statement of Policies in Effect at Radio Station WSB."

Acknowledgements go to Frank Stanton; Judge Miller; A. D. Willard Jr., NAB executive vice president; Frank McIntosh, consulting engineer; Sidney M. Kaye of Rosenman, Goldmark, Colin & Kaye; Joseph E. Keller of Dow, Lohnes & Albertson; William C. Akerman, CBS; Douglas D. Connah of Tucker Wayne & Co.; Sol Taishoff, publisher of BROADCASTING, and others.

FCC Functions

In Chapter I, "How to Get a Radio Station," Mr. Reinsch describes the functions of the FCC both as pertains to buying an established station and in applying for a new station. "Regardless of your approach to the radio business," he states, "you will save time and money if you retain competent legal and engineering counsel in Washington."

"Consider each problem in relation to the following factors, arranged in the order of their importance:

(1) The listener
(2) The radio industry
(3) Station revenue.

"You will find the easiest way to make money in radio is to run a good radio station," he advises.

In discussing "How to Judge Network Affiliation," Mr. Reinsch says in part: "Before negotiating a network contract study the network card in the Standard Rate and Data Service. Analyze the rates of stations with comparable power and comparable markets . . . Know your advantages and disadvantages before you discuss a contract with the network."

"How to Set Up the Organization" is a general discussion of department functions. "The cornerstone of your organization should be the program department," he says. "Proper co-ordination between the program director and the commercial manager is the only way to insure operation in the public interest, convenience, and necessity."

Survey Discussion

Mr. Reinsch describes various survey types and their use in "How to Use Surveys." "If the measurement method is statistically sound," he says, "the results should provide material for a thorough diagnosis of the station's listener health. Audience measurement should make it possible for you to know the effectiveness of your program schedule and the effectiveness of the competition. Then, like a good doctor—your diagnosis complete — you should know what to do to correct weaknesses in your schedule . . . Weak spots in the schedule should be analyzed and corrected, the strong spots strengthened . . . Good radio executives are living question marks . . . why . . . why . . why . . . why?"

His conclusion is: "You cannot run a good radio station without audience surveys. Radio audience surveys, however, like a two-edged tool, are extremely sharp on both sides. If you are careless and do not know how to use the tool, you may cut off your arm. With knowledge and the proper use, the same tool may help you build a house."

In "How to Handle Union Relations" Mr. Reinsch describes the five principal unions in the radio field, and strongly urges a thorough knowledge of labor laws.

"It is necessary for you as a business executive to develop an understanding of unionism as an economic instrument. You must understand that unionism is partly a business process and partly a

(*Continued on page 70*)

PROBE REPORT

Filing by House Group Expected This Week

A HOUSE Select Committee's interim report, reportedly taking FCC to task for its arbitrary fabrication of dicta in the controversial Scott and Port Huron decisions, is expected to be filed with the Clerk of the House of Representatives soon—possibly this week.

The Committee a fortnight ago informally authorized the outline of a report demanding deletion by the Commission of controversial language in the Port Huron decision on political broadcasts and the Scott case, involving the rights of atheists to radio time [BROADCASTING, Sept. 6].

Mr. Bow

It was generally felt that the Commission's reluctant and fence-straddling clarification offered during hearings on both subjects would prove inadequate. The Committee, it is believed, will scold FCC for acting beyond its authority and demand deletions. The Congressional body will almost certainly offer the agency the alternative course of facing remedial legislation.

Frank T. Bow, general counsel of the Committee, last Thursday acknowledged completion of the official report but was unable to specify on what date the document would be officially approved and transmitted to the Clerk of the House.

Mr. Bow indicated that hundreds of letters, "both pro and con," have been received by the Committee since the close of the atheism hearings a fortnight ago.

THIS NEW HOOPER REPORT GIVES STATION-PREFERENCES FOR

MORNING
AFTERNOON
NIGHT

IN

"IOWA PLUS!"

IOWA
MISSOURI
LISTENING AREA
Coverage
INDEX
WHO-116 COUNTY AREA
Winter 1948
C. E. HOOPER, INC.
BROADCAST AUDIENCE MEASUREMENTS

C. E. Hooper, Inc. has just released a new Winter, 1948 Listening Area Coverage Index giving station-preferences in the 116-county area shown at the left.

The findings again confirm the facts disclosed by many previous studies, including all ten of the famed annual Iowa Radio Audience Surveys.

Mornings*, WHO gets 30% of the preference votes, against 31% for all other Iowa commercial stations combined, rated 1% or better. *Station B gets 9%.

Afternoons*, WHO gets 27%, against 32% for all other Iowa commercial stations combined, rated 1% or better. *Station B gets 8%.

Evenings*, WHO gets 34%, against 30% for all other Iowa commercial stations combined, rated 1% or better. *Station B gets 11%.

Top-notch Programming and statewide Public Service mean *better values* for listener and advertiser alike. *Every buyer of radio time in Iowa will find the new Hooper intensely interesting.* Write today for your copy, or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President • P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

WHN MOVES

Soon to Become WMGM; Now on Fifth Ave.

WHN NEW YORK, which for more than 25 years did business in the brassy heart of Broadway, has moved to a plushy region on Fifth Ave.

The station, which on Sept. 15 adopts for its new call letters the initials of its parent company, Metro-Goldwyn-Mayer, is newly established in marbled elegance that bespeaks in every cubic foot the million dollars spent to achieve it.

WMGM, as it will call itself, is occupying three floors of 711 Fifth Ave., near the socially impeccable Plaza Hotel, the lush salons of Bergdorf - Goodman (housedresses for milady) and the southern reaches of Central Park.

Few stations in the country can boast of such glossy quarters. WHN spent slightly less than $1,000,000 to redesign three floors and install offices, six studios and new facilities.

The entire installation is of latest design. Studio A, which will accommodate an audience of 250, is 37 by 90 feet and has a stage 25 feet deep and the width of the room. Studio B, the second largest, is 25 by 50 feet and can accommodate 150 persons. All studios are decorated with lavish color.

Studio A is on the 15th floor of the building, as are executive and sales offices. Other studios, the recording library, newsroom, announcers, program, operations and sports departments, and Ted Husing's *Bandstand* offices, are on the 13th floor.

Elaborate master control room, three recording rooms, an engineering shop, accounting department, staff musicians, music library, power and telephone rooms and quarters for music copyists and arrangers are on the 14th floor.

The walls of reception rooms on the 15th and 13th floors are finished with imported marbles, pickled and bleached wood wainscoting and mirrors.

The adoption by the station of the MGM initials in its call and its move to the new and lavish quarters portends a closer union between the 50-kw New York outlet and the movie studio, which until recently has not been more than passively interested in WHN.

MGM stars will appear on the inaugural program of WMGM Sept. 15, in live broadcasts from Hollywood, and it was reported last week that arrangements are underway to insure the appearance of Metro stars on the station whenever they are in New York in the future.

One program under consideration is a series of shows produced in the Metro commissary in Hollywood and featuring the studio's top talent. The shows will be transcribed and flown to New York. Dramatic series employing Metro stock players and stars are also being arranged.

The station has made it clear, however, that it will not change its long-time character as a sports broadcaster. The Hollywood glitter will be added, but not to the exclusion of favorite and tried features, it is said.

The new Studio A at WMGM

SYLVANIA ELECTRIC PRODUCTS new video tube plant at Ottawa, Ohio, will begin operation within a few weeks, doubling the company's present rate of TV tube output, J. C. Farley, general manager, Sylvania Radio Division, announced last week.

'POST' EDITORIAL HIT

Freedom to Air Atheist Views Not Intended, Kersten Says

REP. CHARLES J. KERSTEN (R-Wis.) in a letter to the editor of *The Washington Post* expressed his displeasure with an editorial of Sept. 3 entitled "Freedom for Heretics":

"Our Constitution indeed guarantees that 'Congress shall make no law respecting the establishment of religion or prohibit the free exercise thereof.' Religion is the relationship between man and God. Atheism denies the existence of God and therefore any such relationship. Atheism then is not a religion at all.

"Our government is built on the belief in the existence of God and the founders of our Government put the question of God's existence out of the realm of controversy. We have also put beyond controversy the question of the moral wrongness of deliberate murder. Would you contend that our radio stations should give to 'Murder, Inc.,' the same free time they give to the police department in its efforts to protect human lives?

"The type of freedom of religious worship which you seem to defend is the type that is guaranteed by the Soviet constitution, Article 124 of which reads: 'Freedom of religious worship and freedom of anti-religious propaganda is recognized for all citizens.' If such freedom were to be applied to America, it would mean that atheistic propagandists should be allowed to address the Congress each time that that body opens its proceedings with a chaplain's prayer . . ."

PERON PUTSCH

Radio Ambitions Revealed

DOCUMENTARY proof has been uncovered to shatter Pres. Juan Peron's public denials that his government is taking over control of broadcasting in Argentina, BROADCASTING learned last week.

Reports of the government domination by "acquisition" of broadcasting facilities have regularly been flowing into Washington [BROADCASTING, Dec. 22, 1947].

Confirmation of these reports has been lacking from the State Department and public denials had been constantly offered by public officials and broadcasters in Argentina.

The tell-tale document is a report and balance sheet of the National Bank of Argentina for 1947. It disclosed that the Buenos Aires bank had been authorized to acquire common carrier facilities. In addition, it authorized "12 million pesos for acquiring by the Dept. of Posts and Long Distance Communications, various radio instruments of the country."

Reference to the acquisition of the stations was contained in a chapter entitled "Other loans, investments and negotiations of title."

It had been common gossip in Latin American broadcasting circles that Eva Peron, wife of the Argentina president and strong man, had "acquired" most of the nation's outlets. Newspapers and stations alike have had censorship troubles with the government for almost three years.

The Inter-American Broadcasting Assn. last December protested to Pres. Peron's government over the closing of three stations which had evidently "offended" the government.

IABA again drew the wrath of the Argentina government when at its first annual assembly in Argentina recently a resolution was adopted citing the absence of freedom of radio in Argentina [BROADCASTING, Aug. 30].

In retaliation blasts were leveled collectively at the "North American capitalist monopolies" and personally at Goar Mestre, newly-elected president of the IABA, who had been the prime-mover behind the critical resolution.

An international incident subsequently occurred when the mail of Herbert M. Clark, correspondent covering the assembly for BROADCASTING, was intercepted, printed in Madam Peron's newspaper, scotch-taped and eventually sent on to the rightful addressee.

The boomeranging effect of Argentina's charges became apparent at a mammoth rally of all representatives of free radio in Cuba Aug. 15.

IABA reportedly has been immensely strengthened by the showdown with Argentina. A spirit of unity within the association exists to a higher degree than ever before, observers say.

It is believed that the Cuban rally will touch off a series of crusades in all Latin American countries to forge a solid front to wage hemispheric war against Peron's state-controlled radio.

WHCU Awards Go To Press Weeklies

PRESS Leadership Awards totaling $1700 were to be presented to six of the 68 weekly newspapers cooperating regularly with the Peabody prize-winning *Radio Edition of the Weekly Press* on WHCU Ithaca, N. Y. at a dinner Saturday, Sept. 11.

Michael R. Hanna, WHCU general manager, was to present the awards at the dinner meeting which was to be attended by more than 200 representatives of press, radio and Cornell U., owner of WHCU. It was the second annual Cornell press-radio dinner.

The prizes were awarded for editorial leadership and promotion of local community progress. In the first category winner of the $500 first prize was the *Corning News*, Corning, N. Y.; the *Ontario Times-Journal* of Canandaigua, N. Y. won second prize of $250, and the *Tioga County Herald*, of Newark Valley, N. Y., won the third prize, $100.

Newark Award

First prize of $500 in the second category was given the *Newark Courier-Gazette*, of Newark, N. Y.; second prize of $250 went to the *Moravia Republican - Register*, of Moravia, N. Y., and third prize, $100, to the *Wyoming Countain* of Tunkhannock, Pa.

WHCU won a Peabody prize last year for its weekly press program, which is compiled from reports appearing in the 68 weeklies which cooperate. The station announced the establishment of the Press Leadership Awards at a dinner held for the participating publishers after the presentation of the Peabody award.

Judges of the awards were Eugene Meyer, publisher of *The Washington Post*; Edward R. Murrow, CBS commentator, and Morris L. Ernst, attorney. Messrs. Murrow and Ernst, were to speak at the dinner meeting last Saturday, and Alexander Jones, assistant to the publisher of *The Washington Post*, was to represent Mr. Meyer.

STANFORD L. KUNKLE Jr., has been named assistant manager of the RCA Exhibition Hall in Rockefeller Center, New York, replacing Walter K. Witherbee, who has joined the production staff of WAVE Louisville.

Right smack on the head!

If you're driving nails, there's only one good place to hit them—right smack on the head! And that's the only good way to buy radio time, too. You've got to hit the nail on the head by selecting the best radio station in each town.

In Baltimore, the nation's 6th largest market, the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. If you want low-cost sales in this rich market, call in your Headley-Reed man and get the full W-I-T-H story.

W·I·T·H
AM Baltimore Maryland **FM**
Tom Tinsley, *President* • *Represented by* Headley-Reed

4TH WORKSHOP OF CBS IN WASHINGTON ENDS

WTOP Washington's annual two-week radio workshop was completed last week, with Robert Lewis Shayon, producer-director-writer of CBS' *You Are There*, and William Smith, radio director of the National Council of Catholic Men, as principal speakers. Mr. Shayon discussed "Radio Documentaries" and Mr. Smith "Putting Religion on the Air."

Classes in radio production, utilization of radio for the classroom and radio script writing, were held.

Speakers at opening session of the workshop were (l to r): Dr. Lyman Bryson, counsellor on public affairs for CBS; Mrs. Markel, and Dr. Clyde M. Huber, chairman of the D. C. Schools Radio Committee.

Among speakers who addressed the workshop last week, in addition to Mr. Shayon and Mr. Smith, are: Mrs. Dorothy Lewis, coordinator of women's broadcasts, United Nations; Victor M. Hunt, associate chief of the State Dept.'s Division of International Broadcasting; Dr. Kenneth Bartlett, director of radio, Syracuse U.; Dwight Cooke, producer of CBS' *The People's Platform*, and Edward R. Murrow, CBS news analyst.

Cooperating with WTOP in conducting the workshop, fourth in the annual series, were CBS and the D. C. public schools. Hazel Kenyon Markel was workshop director.

Upcoming

Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.

Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 23-24: Board of governors, Canadian Broadcasting Corp., meeting, Halifax.

Sept. 25-26: AWB District 7 meeting, Netherland-Plaza Hotel, Cincinnati.

Sept. 27-29: FM Assn. annual convention, Hotel Sheraton, Chicago.

Sept. 28-29: AWB District 10 meeting, President Hotel, Kansas City, Mo.

Sept. 30-Oct. 3: Institute of Radio Engineers, West Coast Convention, Hotel Biltmore, Los Angeles.

Sept. 30-Oct. 3: West Coast Electronic Mfg. Assn., Hotel Biltmore, Los Angeles.

Oct. 1-3: AWB District 2 meeting, Sheraton Hotel, Rochester, N. Y.

Oct. 4: Directors' meeting, Canadian Assn. of Broadcasters, Toronto.

Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.

Oct. 5-7: American Institute of Electrical Engineers. Middle Eastern district meeting, Washington, D. C.

Oct. 8: AAAA Central Council meeting, Hotel Blackstone, Chicago.

Oct. 9-10: Mississippi Broadcasters Assn. meeting, Biloxi, Miss.

Oct. 11-12: NAB District 6 meeting, Buena Vista Hotel, Biloxi, Miss.

Oct. 11-13: AAAA Pacific Council meeting, Arrowhead Hot Springs, Calif.

Oct. 14-15: NAB District 5 meeting, Biltmore Hotel, Atlanta.

Oct. 18-22: American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.

Oct. 19-21: First Advertising Agency Group, 1948 convention, Ponte Vedra Inn, Ponte Vedra, Fla.

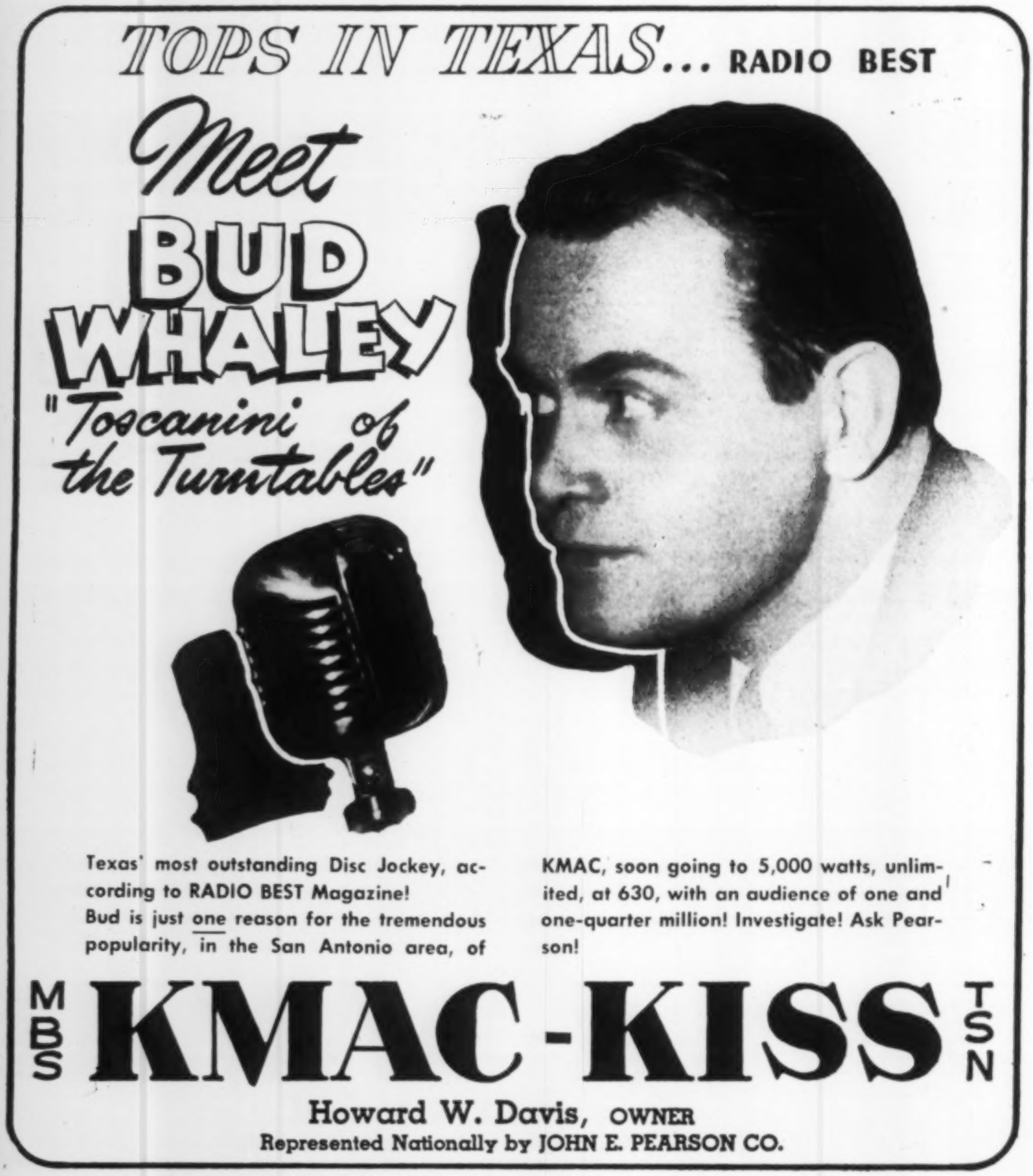
Oct. 22-23: Kentucky Broadcasting Assn., Owensboro, Ky.

Oct. 25-27: Assn. National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.

Nov. 6-7: AWB District 13 meeting, Gunter Hotel, San Antonio, Tex.

Nov. 11: AAAA Michigan Council meeting, Detroit.

Nov. 15: AAAA New York, New England and Atlantic Councils meeting, Waldorf-Astoria Hotel, New York.



TOPS IN TEXAS... RADIO BEST

Meet BUD WHALEY "Toscanini of the Turntables"

Texas' most outstanding Disc Jockey, according to RADIO BEST Magazine! Bud is just one reason for the tremendous popularity, in the San Antonio area, of KMAC, soon going to 5,000 watts, unlimited, at 630, with an audience of one and one-quarter million! Investigate! Ask Pearson!

MBS KMAC-KISS TSN

Howard W. Davis, OWNER

Represented Nationally by JOHN E. PEARSON CO.

FCC ASKED APPROVAL OF TWO ASSIGNMENTS

ASSIGNMENTS of license of WKLV Blackstone, Va., from Frank W. Wagner to Nottoway Broadcasting Co., new firm, and KUBA Yuba City, Okla., to new firm of three of five original partners, are requested in applications filed last week at FCC for approval.

Nottoway Broadcasting assumes obligations of $19,678.12 of the station. Mr. Wagner, would receive stock in new firm in amount of $7,250. Interest is equivalent to his remaining equity in WKLV assets. There are 76 other stockholders, all local businessmen or firms.

Dewey Allread Jr. and Raymond F. Linn retire as partners in KUBA to return to the Army as captain and major respectively. They are reimbursed for their investment. Remaining three partners form assignee corporation, Peach Bowl Broadcasters Inc., Chester V. Ullom, president 41-2/3%; Clyde L. Goodnight, secretary-treasurer 33-1/3%, and Bevery B. Ballard, vice president with 25%.

WKLV is assigned 250 w on 1490 kc and KUBA is assigned 500 w on 1600 kc.

Radio's Ad Prowess

WHEN W. S. Clark, sales manager, WJEF Grand Rapids, Mich., was in recent need of living accommodations, he turned to WJEF for help—and also proved a point. Classified ads brought no results, so Mr. Clark appealed to the station's listeners. After only three announcements, he had a home for his family—and four more offers besides. Well pleased, Mr. Clark wrote to real estate brokers of Grand Rapids. Result: six new sponsors for WJEF newscasts.

Big Aggie Welcomes

HER NEW SPORTS DIRECTOR,

Les Davis!

Sports fans in Big Aggie Land are enthusiastic about the news that Les Davis, former Director of Athletics at Morningside College, Sioux City, is heading up the WNAX sports staff. With Les Davis on the job, football, basketball, baseball, rodeos and the Midwest's top sports events will be reported by a well-known, experienced sports authority.

WNAX is proud and fortunate to add Les to Big Aggie's family of "hired hands who have the know-how!"

As a player and coach for more than 25 years, Les Davis *knows* sports and how to report them. Les was an Iowa All-State football player in college . . . coached state high school champions in football, basketball and track . . . served as Director of Athletics, Morningside College, Sioux City, Iowa. Best known of the Davis proteges is Howie Odell, former Pitt star, now head coach at Washington University. Les' son, Harlan "Hoss" Davis, as a quarterback on the Yale eleven, is demonstrating the football technique learned from his dad.

Tremendously popular with sports fans in this area, Les Davis is reporting the top Midwest football games each week over WNAX. In this major market, Saturday afternoon listening is reserved for Les Davis and his exciting play-by-play broadcasts.

Represented by Katz Agency

570 KC
5,000 WATTS

A Cowles Station

WNAX

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.

Politics

(Continued from page 26)

stations would give unqualified approval to the sale of time to a known Communist and 13% offered an unqualified affirmative response to the question of whether they would sell time to an atheistic organization.

New stations, it was found, were more reluctant to sell time for the discussion of controversial matters. New stations were identified as those licensed since the close of World War II. Only 69% of the new stations would sell time for talks on labor disputes as compared with 91% for older stations. Communist talks would be carried only by 32% of the new stations as compared to 43% of the older stations. A commercial atheist program would be acceptable to only 27% of the new stations, 44% of the older group.

Policies of stations on religious and controversial programs were broken down as shown in Table II.

Only 5% of the stations, without qualification, would accept copy putting the station announcers in the position of endorsing a product.

Their reaction to program material was given as shown in Table III.

A total of 95% of the stations indicated they would not accept "hard liquor" sponsors and only 2% said they would accept palmists or fortune tellers as sponsors.

Acceptable products and sponsors, assuming Federal Trade Commission requirements had been complied with in the copy, were given as shown in Table IV.

TABLE II

RELIGIOUS-CONTROVERSIAL PROGRAMS

	YES	Yes-Qual'd	NO	No Answer
Do you under any circumstances sell time for religious programs?	65%	9%	26%	-
If "yes," will you sell to any religious group that wishes to buy time?	37	39	23	1%
Will your station sell time—in addition to any that might be provided on a sustaining basis—				
To membership organizations, such as cooperatives?	64	11	22	3
To employer organizations or labor unions, for one-sided discussions of labor disputes?	43	25	27	5
To the Anti-Saloon League, for talks advocating prohibition?	34	23	37	6
To other propaganda groups, for one-sided discussions of controversial issues?	25	28	40	7
To a known Communist—at a time other than during a political campaign?	9	21	62	8
To an atheistic organization, for talks in behalf of atheism?	13	17	64	6

* * *

TABLE III

ACCEPTABILITY OF PROGRAM MATERIALS

	YES	Yes-Qual'd	NO	No Answer
Does your station accept local telephone "participation" shows?	54%	9%	37%	-
Does it accept accounts involving "direct selling," with money to be sent to the station?	16	14	69	1%
Will you accept copy that puts your station announcers in the position of endorsing the product?	5	13	82	-

* * *

TABLE IV

ACCEPTABILITY OF PRODUCTS AND SPONSORS

	Accepted by
Credit clothing stores	95%
Beer or ale	89
Personal loan companies	86
Mortuaries	85
Wine	72
"Learn a trade" schools	59
Stock brokerage houses	56
Bars or taverns	49
Licensed chiropractors	43
"Crazy Water Crystals," etc.	33
Licensed medical doctors	33
Race tracks	31
Licensed osteopaths	28
"Anti-fat" reducing drugs	23
"Painless" dentists	22
Church raffles, bingo games	17
"Hard" liquors	5
Palmists, fortune tellers	2

NBC TO FORM MOBILE ARMY RESERVE GROUP

A RESERVE unit mobile radio broadcasting company affiliated with the Dept. of the Army is being organized at NBC headquarters, New York, and may be in operation by mid-October, it was reported last week.

Said to be the first such organization within any civilian industry in the First Army area, the NBC company will be authorized a strength of 160 men, including 20 officers, and will be designed to carry out propaganda, counter-propaganda and psychological warfare missions. When fully equipped, the company will have two fixed 1-kw transmitters, one of them voice and the other code, and four mobile radio transmitters.

Niles Trammell, NBC president, has written Maj. Gen. Spencer B. Aiken, the Army's chief signal officer, requesting recognition of the unit as a preliminary to complete activation. Capt. William B. Buschgen, NBC account executive in the national spot sales department, has been recommended as comander of the company.

The organization of the NBC company is in line with a program of the Department of the Army looking toward the formation of specialists groups within the industry for reserve training by the Army.

RCA, parent company of NBC, has already reported its interest in the program and has recommended that each of its subsidiaries cooperate.

TIMES-MIRROR Co., Los Angeles, Sept. 9 started three week station-break annoucement schedule on KNX Hollywood, for promotion of forthcoming afternoon newspaper "The Mirror." Spots currently running seven weekly, will be increased to 25 during last week of campaign (Sept. 27).

Mayfair
TRANSCRIPTION COMPANY

proudly presents

THE DAMON RUNYON THEATRE

THE GREATEST
RADIO ENTERTAINMENT
OF ALL TIME!

Fifty-two of the immortal Runyon's greatest short stories—adapted for radio with superlative production—offer alert stations and sponsors a program which will attain ratings equal to the top network shows! Runyon, one of the best known and best loved authors of our time, spun warm, whimsical tales, avidly devoured by people in all walks of life. Runyon short stories have been read by untold millions in COLLIER'S, and COSMOPOLITAN—and Runyon invariably received cover credit! Twenty of the famous Damon Runyon yarns have been made into motion pictures. And these big box office hits are in Mayfair's series!

In BOOKS—Four "Pocket Books" collections of Runyon stories alone have sold nearly 3,000,000—plus the steady regular edition sales.

In NEWSPAPERS—Syndicated for years by INS in 150 newspapers with a daily circulation of 25,000,000 . . . reprinted and syndicated since his death by King Features to 100 newspapers with a Sunday circulation of 8,000,000.

BROADWAY
42ND ST.

And here's a few of the titles of the first fifty-two Runyon shows:

LITTLE MISS MARKER
PRINCESS O'HARA
LEMON DROP KID
IT COMES UP MUD
HOLD 'EM, YALE!
DANCING DAN'S CHRISTMAS
ROMANCE IN THE ROARING FORTIES
TOBIAS THE TERRIBLE
BROADWAY COMPLEX
BROADWAY FINANCIER
DARK DOLORES
DREAM STREET ROSE
FOR A PAL
IDYLL OF MISS SARAH BROWN
LILY OF ST. PIERRE
MADAME LA GIMP
MONEY FROM HOME
NEAT STRIP
NICE PRICE
PICK THE WINNER
SENSE OF HUMOR
SOCIAL ERROR
THAT EVER-LOVING WIFE OF HYMIE'S
UNDERTAKER'S SONG

ANGIE THE OX

LITTLE MISS MARKER

PRINCESS O'HARA

TOBIAS TWEENEY

HERE ARE THE GUYS AND DOLLS who bring you the **DAMON RUNYON THEATRE:** Mayfair Transcription Company's Richard Sanville, a great character with direction; Vern Carstensen makes with the production; and Russell Hughes, a literary gent in charge of scripts. And these three are the team that produced the Alan Ladd "BOX 13" show now heard on 230 stations! You'll admit this is very fine talent indeed. But, wait! John Brown, "Al" of "My Friend Irma" (CBS) or "Digger O'Dell" of "Life of Riley" (NBC), a very fast guy with the lines, will be "Broadway," a good and knowing gent who tells the fabulous Runyon stories. Remember the tales about Louie the Lug, Harry the Horse, Miss Lovey Lou,—the inmates of Mindy's restaurant who have delighted America for the past two decades.

The whole package adds up to what is remarkably fine radio indeed. It has the ever-present Runyon humor to guarantee comedy aplenty. Pathos is surely there, for Runyon's characters have human failings, make human mistakes. Excitement, too, for the problems and fateful contacts with thugs and pugs present situations of high good adventure. And romance — where Runyon's sensitive hold on the Broadway pulse shows much of real sentiment — but not sentimentality.

"THE DAMON RUNYON THEATRE" — is syndicated by Mayfair Transcription Co., and that means it's offered on a cost-sharing plan — where each advertiser pays only a fraction of the series' actual production costs.

These recorded programs are designed for exclusive sponsorship within each market by regional and spot advertisers. There are 52 episodes (each a complete story)— enough for a full year's schedule, plus an option for an additional 52 episodes.

Audition samples, prices for individual markets and a list of the first 52 story titles are now available from

Mayfair TRANSCRIPTION CO.

8511 Sunset Boulevard, Dept. B
Hollywood 46, California
CRestview 1-8151

Radiorama

JOSKE'S contract with KTSA San Antonio is completed by James H. Keenan, store vice president in charge of sales promotion. Watching: Geo. W. Johnston (seated right) gen. mgr. KTSA; (standing l to r), Bob Holleron, Pitluk Adv.; Rex Preiss, KTSA, Phyllis W. Soehl and Hugh Muncy, Joske's.

HOOSIER WAYNE COY (c), chats with Bruce McConnell, (l) WHOT South Bend and Willard Worcester, WIRE Indianapolis. The meeting took place when FCC chairman was in Indianapolis to participate in the dedication of Indiana State Fair Radio Center.

EATURES
PROVEMENTS

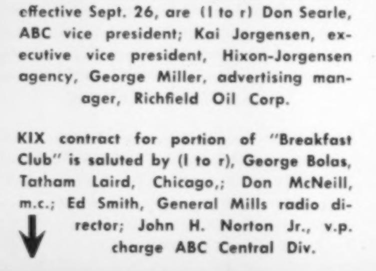
BROADCASTS of high schools' home sports on WBNU (FM) Aurora, Ill. are assured by Joseph Laz (seated l) and Lee Laz (l), Felz Motor officials, before WBNU's Robert Diller (seated), Francis Hear.

FIFTH year of Jacob Reed's Sons' "Jacob Reed Schoolboy Sports Show" on WFIL Philadelphia is started by (l to r) Roger Clipp, WFIL gen. mgr.; Roland Israel, E. L. Brown Adv.; Barclay Ewing, Reed Adv. Mgr.

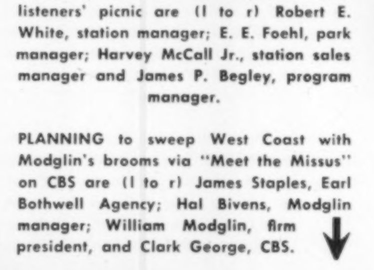
PROFESSIONAL AMATEURS appearing on "Morris B. Sachs' Amateur Hour" on WENR Chicago are (l to r) Roy W. McLaughlin, WENR general manager; Mr. Sachs, Chicago merchant, and John H. Norton Jr., ABC's Central Division v.p.

MACY'S December San Francisco intrastore television demonstration over KSFO's TV outlet, KPIX, is planned by (l to r) Faye Stewart, KSFO; Jack Campbell, KSFO-KPIX commercial manager and H. Charles Barlett, Macy publicity official.

INTERVIEWING workmen on NBC-WNBQ's television antenna mast atop Civic Opera Bldg., Jim Hurlbut, WMAQ Chicago's roving reporter, swings precariously, mike in hand, in bosun's chair.



MOVING "Richfield Reporter" to ABC, effective Sept. 26, are (l to r) Don Searle, ABC vice president; Kai Jorgensen, executive vice president, Hixon-Jorgensen agency, George Miller, advertising manager, Richfield Oil Corp.

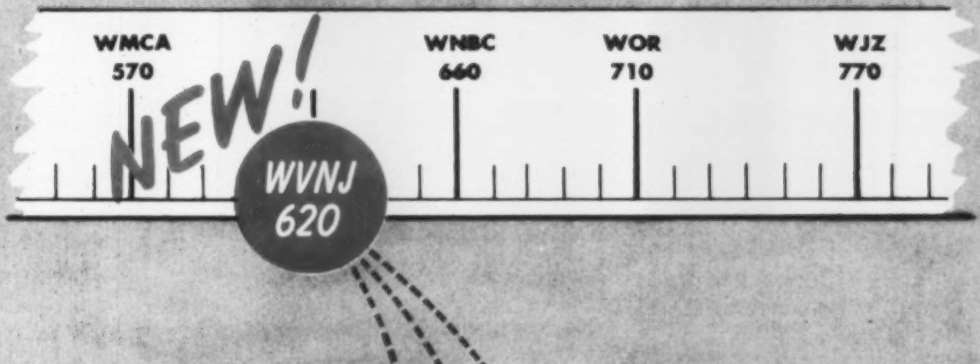


RELAXING at KYW Philadelphia's recent listeners' picnic are (l to r) Robert E. White, station manager; E. E. Foehl, park manager; Harvey McCall Jr., station sales manager and James P. Begley, program manager.

CONTRACT affiliating ABC's KECA-TV Los Angeles with "Los Angeles Herald & Express" is signed by (l to r) David Hearst, "Herald & Express"; Richard Goggin, KECA-TV video director, and Don Searle, ABC Western Division v.p.

KIX contract for portion of "Breakfast Club" is saluted by (l to r), George Bolas, Tatham Laird, Chicago,; Don McNeill, m.c.; Ed Smith, General Mills radio director; John H. Norton Jr., v.p. charge ABC Central Div.

PLANNING to sweep West Coast with Modglin's brooms via "Meet the Missus" on CBS are (l to r) James Staples, Earl Bothwell Agency; Hal Bivens, Modglin manager; William Modglin, firm president, and Clark George, CBS.


WMCA
570
NEW!
WNBC
660
WOR
710
WJZ
770
WVNJ
620

WVNJ

WVNJ - FM

620 on the dial

NEWARK, N. J.

New Jersey's Most Powerful Radio Station

5000 WATTS – *DAY & NIGHT*

On the Air in September

New you can turn me over ☞

WVNJ

WVNJ - FM

is the newest radio station to serve Northern New Jersey and Metropolitan New York. Its strongly directional antenna system of five towers is so designed that there is no wasted power scattered over unproductive areas. Its 5,000 watts are so concentrated that it will blast into the great Essex County area (richest income tax county in the entire country) as well as the FIVE other rich commuting counties of North Jersey.

Beamed as it is toward New York, sponsors are assured of strong THRIFTY coverage of the world's greatest twin markets—Northern New Jersey and New York City.

Our rate card is *thrifty* — our Scotch laddie and lassie are our symbols of thrifty buying to reach lots and lots of people who live within the confines of our STRONG DIRECTIONALIZED signal which eliminates the open spaces where few people live and just as few buy your products. For complete information on how your thrifty radio dollar can be used to advantage to reach *your* thrifty prospects who will be listening to *OUR* thrifty radio station write, phone, wire, or drop in to see

On the Air
in September

IVON B. NEWMAN
General Manager
45 CENTRAL AVENUE, NEWARK 2, N. J.
MITCHELL 3-7600

You'll get the information you want pronto!

NEW WIDE-RANGE TAPE RECORDER ON MARKET

PORTABLE wide-range magnetic tape recorder possessing an hour's tape capacity and priced at $990 has been placed in production, according to announcement in Hollywood by W. V. Stancil, head of his own manufacturing concern.

Announcement follows private demonstration of the unit recently for engineering and executive personnel of Don Lee Broadcasting System in Hollywood.

The new Stancil unit has a frequency response of plus or minus 1 db from 50 to 12,500 cycles, according to Mr. Stancil. It occupies 31½ inches of studio rack space with a depth of eight inches.

The Stancil unit contains a simplified rewind system which permits the re-running of one hour of tape in one minute and 45 seconds.

Another feature is an impulse relay so incorporated as to permit remote control operation on either record or playback from a single push button. At 2% total harmonic distortion, the signal to noise is 50 db.

CBC Board to Weigh Ban On Closing Commercials

CANADIAN broadcasters will appear at Sept. 23-24 meeting of Canadian Broadcasting Corp.'s board of governors at Halifax to ask for cancellation of regulation prohibiting use of a closing commercial after a sponsored newscast. Broadcasters want usual opening and closing commercials for newscasts as well as other programs. Meeting also will deal with new applications for AM and FM licenses at public hearings. CBC internal matters will be discussed at closed session.

Canadian Assn. of Broadcasters will hold a directors' meeting at Toronto on Oct. 4 to deal with re-organization plan for CAB. The plan was first brought to Canadian broadcasters' attention at annual meeting of the Western Assn. of Broadcasters at Saskatoon [BROADCASTING, Aug. 30]. Regional meetings in Eastern Canada are to be held prior to the directors' meeting to give all CAB member stations a chance to discuss plan before directors vote on its adoption.

Typewriter Campaign

THE FIRST of three three-week campaigns on television has been started for Royal Typewriter Co., New York, through its agency, Young & Rubicam, New York. Timed as a "back to school" promotion, the campaign uses about five one-minute film spots weekly on WNBT, WCBS-TV and WJZ-TV New York, WGN-TV and WBKB Chicago, WPTZ and WFIL-TV Philadelphia, WWJ-TV Detroit and KTSL and KTLA Los Angeles. The other two campaigns will be at Christmas time and graduation next spring.

'SOLVENCY' IS WORD AT WJMJ

New Philadelphia Station Has Been in Black Since It Began Operating

UNLIKE many younger broadcasting operations, WJMJ, newest station in Philadelphia, has been solvent since July 10, the day it opened, according to Patrick J. Stanton, head of the station.

"Our revenue," he said, "has been sufficient to pay for operating costs from the very start."

Among the station's sponsors are: Fels Naphtha Soap; Henry Hurst, linens; Finnaren and Haley, paints; Walsh's department store; Erlanger Beer; Brady's, furniture store; Dunhill Craft Upholstery; William Weisberg and Son, furrier; *Daily News.*

WJMJ is operating on 1540 kc with 1 kw from studios and offices in Philadelphia's St. James Hotel. The transmitter and 402-ft. antenna are situated across the Delaware River in Pensauken Township, N. J.

Station is broadcasting only daylight hours—7 a.m. to sunset—at present, but intends to go fulltime, the FCC permitting. FCC already has granted WJMJ an FM license but the FM "twin" will not be on the air until November, Mr. Stanton said.

Mr. Stanton formerly was general manager of WDAS Philadelphia and has been known to the area's listeners for his Irish programs.

Video Shown in Canada At Toronto Exhibition

CANADIANS were given their first look at TV reception at the Canadian National Exhibition at Toronto, Aug. 27-Sept. 11, where a number of TV receivers had been set up by manufacturers and radio dealers to pick up evening programs from WBEN-TV Buffalo, across Lake Ontario from Toronto. The exhibition is annually attended by over 2,000,000 people in the two week period, most of whom had their first look at TV as it is today by seeing the reception from the Buffalo station.

RCA-Victor had a television studio set up at the exhibition and offered interviews and pick-ups with mobile unit, from the fair ground, for telecasting to receivers spotted throughout the 350 acre exhibition grounds.

CHICAGO SHOPPERS
LISTEN MOST
TO
WAIT
In the center of the dial
in
CHICAGO

WIND	WMAQ	WGN	WBBM	WAIT	WLS WENR	WCFL	WJJD	WSBC	WGES
560	670	720	780	820	890	1000	1160	1240	1390

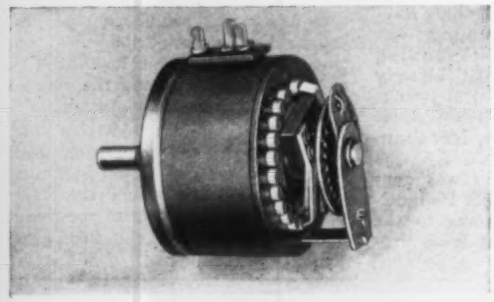
5000
WATTS

WAIT

360 No. Mich. Ave.
Chicago 1. ILL.

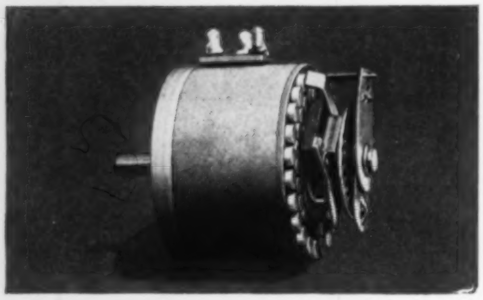
REPRESENTED BY: TAYLOR-BOROFF and CO., Inc.

Shallcross
ATTENUATORS



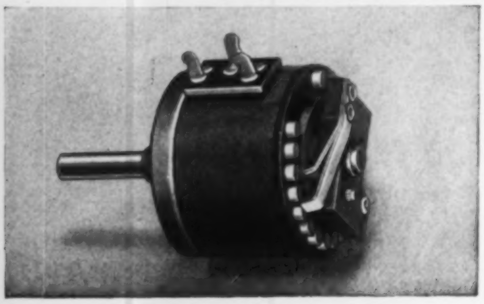
BRIDGED 'T' ATTENUATOR
Type 410-4B1

10 steps, 4 db/step. Linear attenuation with detent. 2⅛" diameter, 2 1/16" depth.



BRIDGED 'T' ATTENUATOR
Type 420-2B2

20 steps, 2 db/step. Linear attenuation with off position and detent. 2⅛" diameter, 2 1/16" depth.



POTENTIOMETER
Type C720-2A3

20 steps, 2 db/step, tapered on last three steps to off, composition resistors. 1¾" diameter, 1¾" depth.

THESE SHALLCROSS FEATURES MEAN BETTER PERFORMANCE—BETTER VALUE!

Off position attenuation well in excess of 100 db.

25% to 50% few soldered joints.

Noise level ratings that are factual. (130 db. or more below zero level.)

Non-inductive Shallcross precision resistors used throughout assure flat attenuation to and beyond 30 kc.

Types and sizes engineered for all needs. Attenuation accuracies of 1%, resistor accuracies of 0.1%, on special order.

Shallcross variable attenuators have proved their remarkable quietness and serviceability in dozens of applications for leading users in all parts of the world. Such important details as the use of spring-temper silver alloy wiper arms, silver alloy collector rings and contacts, non-inductive precision resistors, and sturdy, substantial mounting plates have made possible the high standard of performance attributed to Shallcross.

Standard types include ladder and bridged T mixer controls, bridged T and straight T master gain controls and V.U. meter multipliers, wirewound and composition potentiometers for grid control. Cueing attenuators, and fixed pads, both composition and wirewound, in all circuit configurations are also available.

WRITE FOR CATALOG AND ATTENUATOR SPECIFICATION SHEET

SHALLCROSS MANUFACTURING COMPANY
Department B-98, Collingdale, Pa.

RCA'S $50 MILLION TV BAIT

'Fortune' Article Tells How Big Corporation Headed By Sarnoff Aims to Capitalize on Video

OFF TO A BIG LEAD, RCA aims to get back its $50,000,000 television bait, says an article in the September issue of *Fortune* describing in detail the video phase of the vast RCA operation.

Titled "RCA's Television," the article points out that with $50,000,000 invested—in outlay for research, development and tools, plus the cost of installing televising facilities for its subsidiary, NBC-RCA is in television too deep to rely on its income from patent royalties and "a median position in the sale of its own manufactured products."

And, the article adds, RCA's intentions "may be judged from the fact that, of its total television investment, about $20 million has been spent for plant and machinery that will turn out RCA television receivers, tubes and telecasting equipment."

While RCA's manufacturing division never did lack machines it seemed to suffer in radio's great days from a lack of men with merchandising flair, says *Fortune.* "To correct this weakness," it continues, "President Sarnoff, about five years ago, went off the reservation for a new kind of man to head up the RCA Victor Division. He picked Frank M. Folsom, a square-built, plain-speaking extrovert with years of tough merchandising experience behind him. . . .Folsom brought a few like-minded merchandisers into RCA Victor with him and blended them into an organization that was already rich with technical talent."

The results speak for themselves. *Fortune* puts it this way: "When the so-called green light was flashed in March 1947 by the FCC's pro black-and-white decision, RCA was already well into production and it shot out in front of the field by an almost embarrassing margin . . . In 1947 RCA sold $40 million worth of television goods of all kinds, which was probably more than all the rest of the industry combined. Thus far this year, with competition a lot livelier, RCA is still doing about one-third of the television industry's gross."

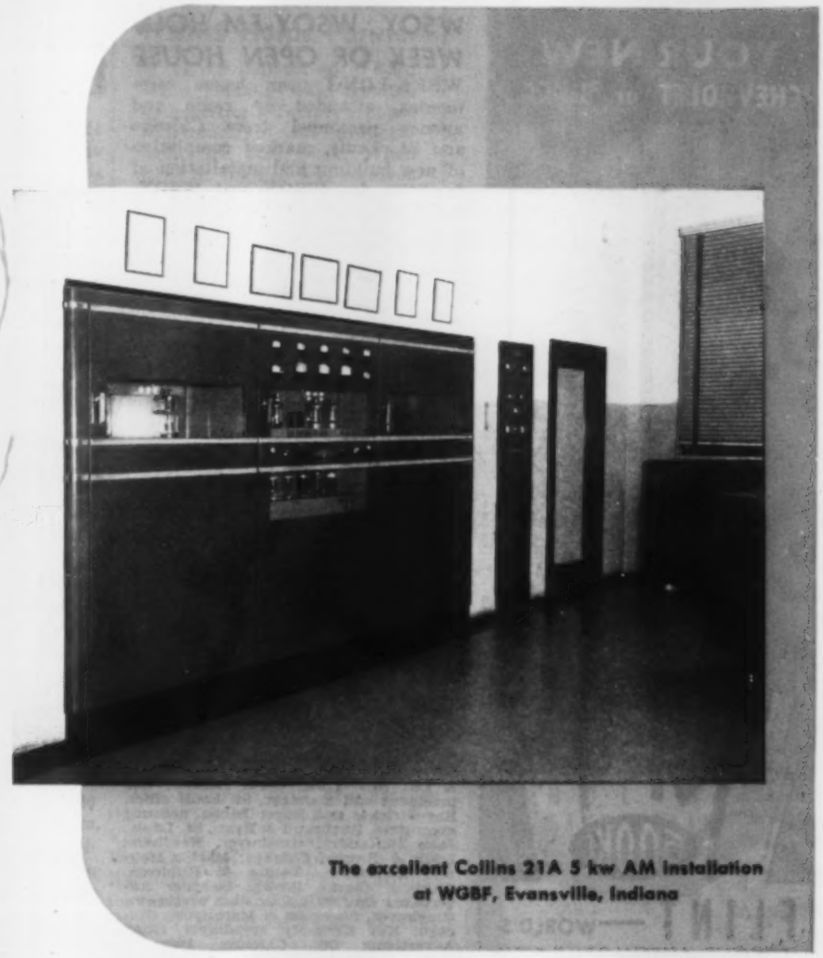
Fortune comments that perhaps the boldest feature in Frank Folsom's program is the RCA service contract. "Believing that the best television receiver in the world may prove a bust if the delicate installation job isn't done properly, RCA insists that its own service company, and not the dealer, perform this function and also service the instrument for the duration of the year's warranty. The dealer may dislike this arrangement but it is almost impossible for him to escape it."

While most of RCA's competitors think that this departure from traditional radio-servicing procedure will put a brake on sales, RCA responds that thus far the plan has been greatly appreciated by consumers and dealers as well, and that it is helping to lay a sound foundation for the television industry.

ANNUAL Americanism Plaque of the Jewish War Veterans Western District Council has been awarded to WWOL Lackawanna, N. Y., "in recognition of its continuous promotion in American ideals through its weekly feature . . . 'Veterans Forum of the Air'."

AT THREE-DAY conference of executives of the G. A. Richards stations called by President Frank E. Mullen for the purpose of discussing public service programming, advertising and promotion, and station operations [BROADCASTING, Aug. 30] were (l to r): John F. Patt, vice president and general manager of WGAR Cleveland; Robert O. Reynolds, vice president and general manager of KMPC Hollywood; Mr. Mullen, and Harry Wismer, general manager of WJR Detroit and assistant to the president of the three stations.

The shrewdest buy in a 5 kw AM transmitter



The excellent Collins 21A 5 kw AM installation at WGBF, Evansville, Indiana

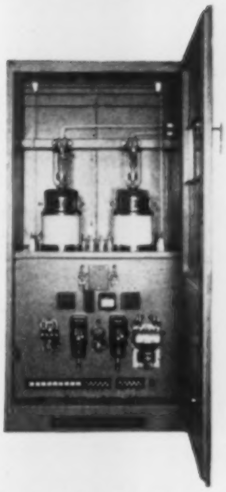
- The Collins 21A offers you the best obtainable balance between low price and high performance.

This fine, modern transmitter is thoroughly representative of superior Collins engineering and manufacture, and is outstandingly reliable for continuous operation at full rated power, throughout a long lifetime of service.

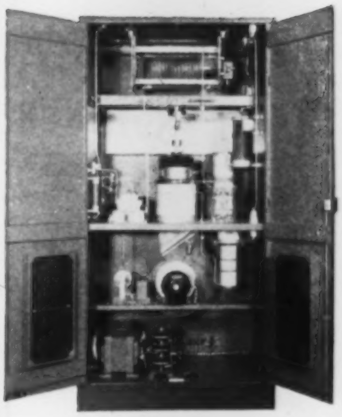
It is easy to install, tune and put on the air. Its vertical chassis construction gives full accessibility to all components and wiring. It provides tube visibility, centralized metering and control, motor tuning, instant power reduction to 1 kw, quadrature connection of main rectifier tubes, complete personnel and circuit protection, low power consumption, and many other desirable features, and of course is F. C. C. approved.

Yet the Collins 21A competes not only in quality but also in price. *It is undoubtedly the best 5 kilowatt transmitter value available today.* Write us for further particulars.

Front view of driver and rectifier cabinet, with covers removed. Vertical chassis design provides immediate access to all wiring and components, both front and rear.



Front view of modulator cabinet. The 21A control system affords complete circuit protection.



Rear view of the clean, highly efficient r-f amplifier. The 21A is completely air cooled.

FOR BROADCAST QUALITY IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

YOUR NEW
CHEVROLET or BUICK

STARTS HERE,
600KC

FLINT —WORLD'S
SECOND AUTOMOBILE CITY

NOW EAST CENTRAL
MICHIGAN HAS
PRIMARY
NBC COVERAGE

600 KC

CALL
PAUL H. RAYMER CO.
OR
TRENDLE-CAMPBELL
Stroh Building
DETROIT 26, MICHIGAN
RAndolph 9184

WTCB
FLINT, MICHIGAN
1000 Watts Day • 500 Night
600 KC
PAUL H. RAYMER, Representative

WSOY, WSOY-FM HOLD WEEK OF OPEN HOUSE

WEEK-LONG open house ceremonies, attended by radio and agency personnel from Chicago and St. Louis, marked completion of new building and installation of facilities for WSOY and WSOY-FM Decatur during the week Aug. 22 to Aug. 29. The housewarming also was the occasion of the start of duplication of CBS programs on the FM outlet and the 23rd anniversary of commercial radio in Decatur.

More than 6,000 people took the guided tour through the new building, Radio Park, during the week's open house. The building was designed by Merrill Lindsay, general manager of WSOY and WSOY-FM, and his chief engineer, Milburn H. Stuckwish. First floor comprises three studios, combination studio-control room, transmitter room for the two AM and the 10-kw FM transmitters, a technicians' workshop, observation room, sales offices, program and production workshops, lounge room and a news room.

Those attending the inauguration party:

Neal Weed, manager, Chicago office, George Backus and Don Pontius, Weed & Co., Chicago; Ed Fitzsimmons, Weed & Co., New York; Oscar Zahner, vice president and manager, St. Louis office, Ray Stricker and Roger Bacon, account executives, Ruthrauff & Ryan, St. Louis; Jane McKendry, timebuyer, Needham, Louis & Brorby, Chicago; Marion Reuter, timebuyer, Young & Rubicam, Chicago; Clarke Brown, Gardner Advertising Co., St. Louis; Jack Matthews, timebuyer, Sherman & Marquette, Chicago; Kay Kennelly, timebuyer, Olian Advertising Co., Chicago; Margaret Wylie, timebuyer, J. Walter Thompson Co., Chicago; Evelyn Vanderploeg, timebuyer, Schwimmer & Scott, Chicago; Dorothy Ayers, timebuyer, Morris F. Swaney Agency, Chicago, and Frances Velthuys, media director, C. J. LaRoche Agency, Chicago.

Baltimore Video Survey Is Planned by Committee

A TELEVISION Circulation Committee was formed in Baltimore fortnight ago to make monthly surveys on the number of video receivers in the area. Using current sales reports from Baltimore dealers, the committee reports that 18,530 television sets have been sold to date.

Representatives of all three Baltimore video stations are serving on the committee, including Harold P. See, director of television for WBAL-TV; Frederick L. Allman, executive vice president of WAAM, soon to be on the air, and Robert Cochrane, program director of WMAR-TV.

Hartley Sees Pope

ARNOLD HARTLEY, WOV New York program director, was granted a private audience a fortnight ago by Pope Pius, WOV announced. Mr. Hartley is in Italy to dedicate a hospital near Foggia to the late Fiorello LaGuardia.

HIGH-FREQUENCY TEST

KFEL Probes Video Reactions In 480-890 mc Band

IN AN EFFORT to determine video reactions during transmission in the ultra-high frequency band (480 to 890 megacycles), KFEL Denver, owned and operated by Eugene P. O'Fallon Inc., has started experimentation after FCC authorization. Only wave propagation studies are being made at the outset.

Modification of war surplus radar apparatus has been effected by the station, which will use its powerful radar transmitter, mounted on a heavy trailer, at mountain-site locations west of the city for beaming short pulses of the higher frequency power to densely populated areas. Receivers and viewing screens mounted in station wagons will be used to observe pulses throughout the area.

KFEL technicians will attempt to discover how much the short waves lose power as they pass through the air and the high structures around cities, and the amount of interference resulting from reflected waves. Possible exchange of information on KFEL's experiment and Stratovision projects conducted by Westinghouse is being considered by representatives of both firms.

PHILADELPHIA SURVEY SHOWS TV EXPANSION

PHILADELPHIA is expanding its television circulation at the rate of 6,000 sets a month and during this month an estimated 60,000 receivers will be in use in the area, according to a survey made by the Electrical Assn. of Philadelphia.

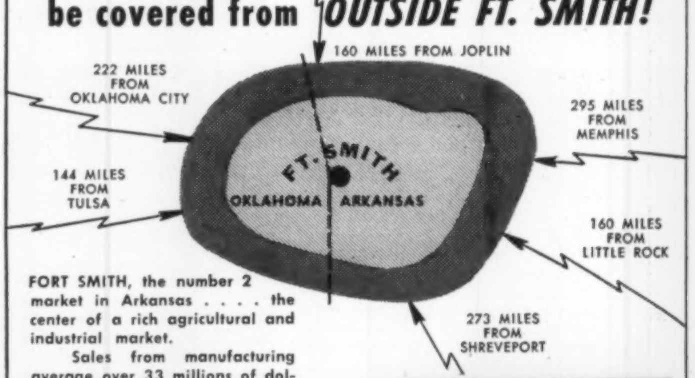
The organization makes its survey as a public service and uses confidential figures supplied by distributors of sets to reach its totals.

In addition to this survey, WPTZ, the Philco television station, has been making a survey of home kit manufacturers to ascertain the number of "home-made" receivers in action. So far, WPTZ has found that 2,500 such receivers were put together during the first quarter of 1948.

Pace of the Philadelphia television market has been further indicated by the Rorabaugh report on television advertising for the week of July 4. That report showed that Philadelphia's three video outlets had 73 television commercial accounts, more than New York's total of 62.

LISTENERS are invited to send letters requesting a song, tell why that song is their favorite and what memories are connected with it, to WEBR Buffalo's new morning program, "Something Personal." Identity of writer is kept confidential and best letters are read over air and requested musical selection is played. Corsage from Buffalo florist is presented to writers of all letters used.

KFSA delivers a market that can't be covered from OUTSIDE FT. SMITH!



FORT SMITH, the number 2 market in Arkansas . . . . the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 millions of dollars per year . . . retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market . . . it's all yours through KFSA . . . Fort Smith.

Fort Smith
Southwest American
FORT SMITH TIMES RECORD
Southwest Times Record

KFSA 950
FORT SMITH ARKANSAS
AMERICAN BROADCASTING COMPANY AFFILIATE
KFSA/fm—107.7 Megacycles, Channel 299

REPRESENTED NATIONALLY BY
TAYLOR • HOWE • SNOWDEN Radio Sales, INC.

CBS Plans Second Television Clinic

FRANK STANTON, CBS president, has wired invitations to all CBS affiliates to attend a television clinic similar to one held last March in New York next January. The clinic will be held Jan. 21, 22, and 23, and a tentative schedule has been established.

Mr. Stanton, explaining that the enthusiastic reaction to the network's video clinic in the spring had prompted CBS to arrange another one, said that the January meetings would provide a timely analysis of network and local television progress.

The tentative schedule calls for a full day's session on Friday, Jan. 21, and half a day on Jan. 22. Those attending the clinic will be free to inspect television operations on Sunday, Jan. 23.

Subjects to be covered by various speakers during the clinic include programming, network service, the coaxial and relay developments, and local station operations. Mr. Stanton also has solicited suggestions from affiliates as to specific problems they would like to hear discussed.

Many communications were received after the CBS television clinic last March complimenting the network for an instructive session. CBS was said to believe that by January television developments will warrant repitition of the clinic to bring affiliates up to date.

WSAU-FM Wausau Starts Service on Channel 238

WSAU-FM Wausau, Wis., started operation Aug. 29 with 46 kw on Channel 238, 95.5 mc. WSAU and WSAU-FM are licensed to *The Milwaukee Journal.*

A special broadcast originating from the station's new transmitter building initiated operations. Participants on the program included Mayor Herbert A. Giese of Wausau; William G. Whyte, president of the Wausau Chamber of Commerce, and Dr. H. A. Schultz, chairman of the Marathon County Board.

Swift Visits WTVR

SALES personnel and distributors for Swift & Co. products gathered in the studios of WTVR Richmond weekend of Sept. 4-5 to view the company's *Lanny Ross Show*, which is aired on an eastern TV station network. Sales promotion talk was given by V. O. Rieffer, promotion director, Table Ready Meats Dept. of Swift & Co., Chicago. Plans were formulated to promote TV show in all meat stores in the Richmond area. WTVR was host to the meeting.

WRMS Helps Farmer

A NEWS bulletin on WRMS Ware, Mass., was credited with saving a farmer's house and much of his property from fire last week. When word of the fire was received by Bill O'Neil, news director, he put it on the air. Many farmers who were listening in the area went to the aid of their neighbor, arriving before the fire departments from nearby towns. Furniture was removed from the house and farm machinery and other equipment was taken from the barn and outbuildings. Although it was impossible to save the barn, filled with 70 tons of hay, the house and equipment suffered little damage.

EMERSON TO SPONSOR TV 'TOAST OF TOWN'

EMERSON Radio and Phonograph Corp., New York, will sponsor *Toast of The Town*, a full hour revue, on the CBS television network, Sundays, 9-10 p.m., starting Sept. 19.

The program will originate in the WCBS-TV studios in New York, and will be carried also by WCAU-TV Philadelphia, WMAR Baltimore, WMAL-TV Washington and WNAC-TV Boston. Other stations are to be added as they join the CBS video network through coaxial cable or microwave tieup.

The Biow Co., New York, is the agency for Emerson, which makes its television debut with *Toast of the Town*. The program features stars of radio, Broadway night clubs, stage and screen, with columnist Ed Sullivan as producer and m.c., and Ray Bloch's orchestra.

On All Accounts

(Continued from page 16)

resigning to freelance as an independent producer. During that period he produced three transcribed series for Mildred Fenton Inc., and a live show for MBS. He also wrote a number of industrial motion pictures. In July of this year, when the Dorland Agency decided upon a heavy invasion of radio and television, Mr. Barnes was sought out and offered the position as head of the operation.

His Hobbies

Mr. Barnes' hobbies are television and the theatre. He plans to produce the Dublin Gate Theatre classic, "Ill Met By Moonlight" on Broadway this fall, and is concurrently forming an organization in the Middle West to purchase a television station, or stations. He is unmarried and maintains bachelor quarters in Manhattan.

OKLAHOMA
ARKANSAS
TEXAS
LOUISIANA
A Major Distributing Point for the 4 States Market

KCMC
TEXARKANA
U·S·A·
·AMERICAN
·MUTUAL
1230 Kc

NAT. REP.
Taylor Howe Snowden Radio Sales

Also
KCMC-FM
Frank O. Myers, Mgr.
KCMC, Inc.,
Texarkana,
U. S. A.

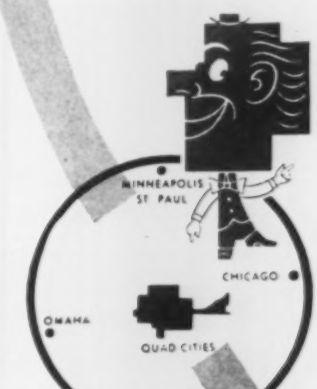
POPULATION

Metropolitan Texarkana —52,392 (January 1, 1945)
Retail Trade Area —331,420
Wholesale Trade Area —416,267 (1940 Census)

WOC

FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"FIRST to broadcast a home economics program."



WOC
AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw. visual and aural, Channel 5

BASIC NBC Affiliate
DAVENPORT, IOWA

National Representatives
Free & Peters, Inc.

SATISFACTION IS THE KEY TO LINGO'S PROGRESS

"... very pleased with the work you did on the tower for our 1000 watt station..."

"... we would like to place an additional order ... contingent upon permit grant ... for four 220 ft towers of the same type you erected for us at Newington. ..."

—WALTER M. WINDSOR
Station Manager, Station WKNB
New Britain, Conn.

LINGO
Vertical Tubular Steel
RADIATORS

For delivery on schedule and complete satisfaction depend and "Look to Lingo" and these 5 important "exclusives":

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897 **CAMDEN, N. J.**

RADIO WEEK

Trade Associations Plan to Aid

NATIONAL Radio Week, Nov. 14-20, will draw cooperation of more than a dozen related radio and retail trade associations, according to W. B. McGill, advertising director of Westinghouse Radio Stations Inc., chairman of the committee in charge of the event.

Progress of advance planning was reported to a joint meeting of the Radio Week Committee, comprising NAB and Radio Mfrs. Assn. representatives, and the RMA Advertising Committee. The groups met Thursday at the Hotel Pennsylvania, New York, with Stanley H. Manson, Stromberg-Carlson Co., presiding.

Mr. McGill reported first responses to invitations sent other trade associations were encouraging, with others expected to take part in the fourth observance of National Radio Week.

The joint meeting reviewed promotion material, including a poster for display by high schools, radio dealers, broadcasters and others in connection with the second Voice of Democracy radio script contest for high school students.

Display advertising will be made available to daily and weekly newspapers throughout the country for joint cooperative sponsorship by radio dealers or distributors. A series of radio announcements will be provided for similar local sponsorship.

Essay Contest

Promoting the Voice of Democracy contest will be the U. S. Junior Chamber of Commerce, cooperating with stations and dealers. The chamber directed last year's contest, which drew 20,000 entries. As was the case a year ago, the four national winners will be given trips to Washington where they will be awarded $500 scholarships.

Directing the contest is a subcommittee of which Robert K. Richards, NAB public relations director, is chairman. Merchandising is in charge of another subcommittee headed by Herbert F. Guenin Jr., RCA Victor. The subcommittees include representatives of the chamber and the U. S. Office of Education. The contest again has the backing of the federal agency.

Central theme of the merchandising promotion for National Radio Week will be the "A Radio in Every Room—A Radio for Everyone."

Organizations which already have pledged cooperation in the week are:

National Retail Furniture Assn., FM Assn., American Assn. of Advertising Agencies, Assn. of Women Broadcasters (NAB affiliate), Electric Institute of Washington, Electric League of Indianapolis, Electrical Assn. of New Orleans, Electric Institute of Boston, St. Louis Elecrtical Board of Trade, Nebraska-Iowa Electrical Council, Essex Electrical League of Newark, Electrical & Gas Assn. of New York, Electric League of Chattanooga, Inter-Mountain Electrical Assn. of Salt Lake City, National Electrical Wholesalers Assn., Southern California Radio & Electrical Appliance Assn.

WPTZ (TV) Philadelphia Signs 11 New Sponsors

ELEVEN new sponsors have been signed at WPTZ Philadelphia, the Philco television station.

They include: Royal Typewriter Co., through Young & Rubicam; Blue Suds Co., through Clements Agency of Philadelphia; Grabowsky Bros., makers of Royalist Cigars, through Harry Feigenbaum Agency of Philadelphia; Parkway Baking Co., through J. M. Korn Agency of Philadelphia; *The Mary Margaret McBride* show, sponsored by Sherwin-Williams Co.; Proctor Electric, Sylvania Electric Products, International Silver Co. and Sunshine Biscuit, all through Newell-Emmett Co., and a 52-week *Girl About Town* series sponsored by Bates Fabrics Inc.

Feature

(*Continued from page 16*)

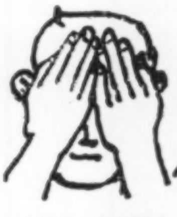
form a circle. Then he waves hands back and forth to emphasize his action.

When performers are bashful about facing the merciless orthicons, a left hand upright with fingers extended, and jabbing right forefinger into the left palm, should put them in their places. Politicans generally need no such cueing. Occasionally they may be reluctant to edge close enough together. The signal then calls for upright hands brought together slowly in the manner of a man playing an accordion. A cue to "get closer to the camera" is similar to the one for facing it—with left hand upright representing the camera, the right motions performers toward it.

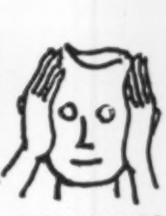
In all, WMAR-TV lists seven production practices, cataloging duties for announcers, producers, and "the man on the order (cue) line." Upwards of two dozen messages or signals are appended.

Probably the most familar, even to the casual TV audience viewer, is radio's acknowledgement of the beginning of the end—a right forefinger drawn across the throat, which simply means "cut."

* * *



BOTH HANDS HELD OVER EYES — You have no picture; carry on with audio only.



BOTH HANDS HELD OVER EARS — You have no audio; carry on with picture only.

BIG!
23
STANDARD

In the BIG area served by the BIG station KFAB, education is a BIG business. And football is a BIG sport. Standard Oil is the BIG sponsor for all University of Nebraska games this year with KFAB's Lyell Bremser doing the reporting. For a BIG audience, BIG in spending power, use the BIG station, KFAB.

50,000 WATTS

KFAB

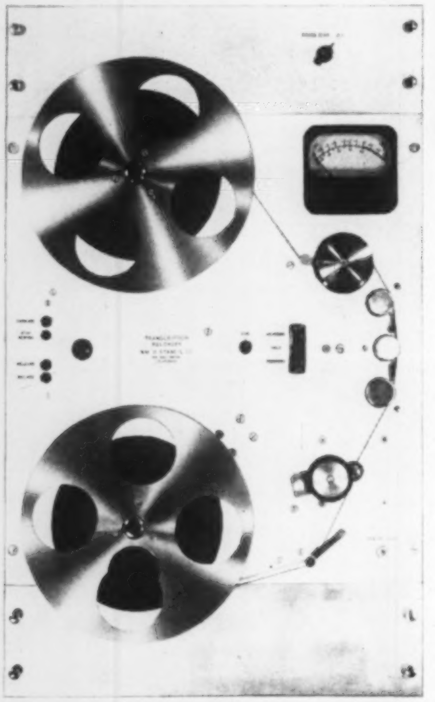
Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**

The NEW STANCIL ONE HOUR Capacity Studio Magnetic TAPE RECORDER

NOW BEING DELIVERED!



CHECK THESE FEATURES

- Frequency response plus or minus 1 DB from 45 to 12,500 cycles!
- 50 DB signal to noise at 2% total harmonic distortion!
- Remote control using single push button impulse for start or stop!
- Continuous monitoring played back from tape while recording!
- Rewind or fast forward without rethreading! Rewind time, per hour of tape: 1 min. 45 sec.
- Occupies 31½ inches of rack space (8 in. deep) for recording chassis and amplifiers. Voltage regulated power supply and DC for filaments and relays 10½ in. rack space.

THE NEW STANCIL RECORDER

Designed specifically for delayed broadcasts! Now being delivered and already in operation in foremost network and major independent stations!

Price F.O.B. Los Angeles............$990.00

FOREMOST PRODUCERS OF WIDE RANGE MAGNETIC RECORDING EQUIPMENT

W. V. STANCIL CO.

NORTH HOLLYWOOD, CALIFORNIA

September Start Planned By WMDN at Midland

WMDN Midland, Mich., is slated to start fulltime operation this month with 250 w on 1490 kc. Station is owned by the Rich Pub. Co., publisher of the *Midland Daily News*.

Staff of the new station includes Walter T. Gaines, manager, and Don Gehring, formerly with WHK Cleveland, WTOD Toledo, WFRO Fremont and WLEC Sandusky, program director. Music director is George E. Fueg, a former announcer at several Pennsylvania stations. Engineering is under the direction of Fred Bird, chief engineer, assisted by Richard Cook. Spencer Denison, formerly with WHLS Port Huron, is a member of the announcing staff and the news director is Norman Burgholm, former Grand Rapids and Minneapolis announcer. Mrs. Robert M. Bennett is the receptionist.

WBKB to Televise Major Hockey, Football Games

EIGHT major Illinois, Purdue and Notre Dame football games, as well as home games of the Chicago Blackhawks hockey team, will be televised this fall and winter by WBKB Chicago, Balaban and Katz television station, it was announced Aug. 26 by John Mitchell, station manager.

This is the third consecutive year WBKB has signed with William Tobin, Blackhawks' president, to telecast the professional games. Joe Wilson, sports announcer, will describe both the hockey and football games, under the direction of Reinald Werrenrath, special events director.

Canadian License Fees

STATION license fees, payable to the Department of Transport annually, were discussed by a committee of the Canadian Assn. of Broadcasters and Transport Minister Lionel Chevrier on Sept. 7 at Ottawa. Department of Transport has intimated upping station license fees, basing payments on station gross revenue. License fees are turned over to Canadian Broadcasting Corp., by Department of Transport. Present fee system is based on station power and coverage area. Representing CAB at meeting were Jim Allard, CAB general manager, Ottawa; Ralph Snelgrove, CFOS Owen Sound; Walter Blackburn, CFPL London; Paul Lepage, CKCV Quebec; Phil Lalonde, CKAC Montreal.

Video Conference

PROPOSED national three-day television conference in Chicago in late January or early February is being considered by the executive committee of the Chicago Television Council, whose membership is in favor of session.

BALTIC COMMENTS

Soviet Military Preparations Extensive, Fleisher Says

EXTENSIVE military preparations are being undertaken throughout the Baltic States by the Soviet Union, according to reports reaching Wilfrid Fleisher, CBS Scandinavian correspondent, currently on leave in the United States.

Mr. Fleisher

Mr. Fleisher, who returned here after serving two years as correspondent for the network in Scandinavian countries, concurred in statements of several military authorities that Russian troops could reach the English Channel in a few days if a shooting war breaks out in Europe.

Baltic refugees, Mr. Fleisher declared, bring to Stockholm, which was his headquarters, and to other Swedish cities, tales of vast military preparations by Russia in the Baltic area.

Broadcasting facilities in all the countries covered by Mr. Fleisher, Sweden, Norway, Denmark and Finland, are government-controlled. Only one station transmitter, that at Stockholm, has a signal strong enough to reach the United States, he said.

Several of the commentator's 100 broadcasters, which all originated from or were sent by land wire to Stockholm, were "jammed."

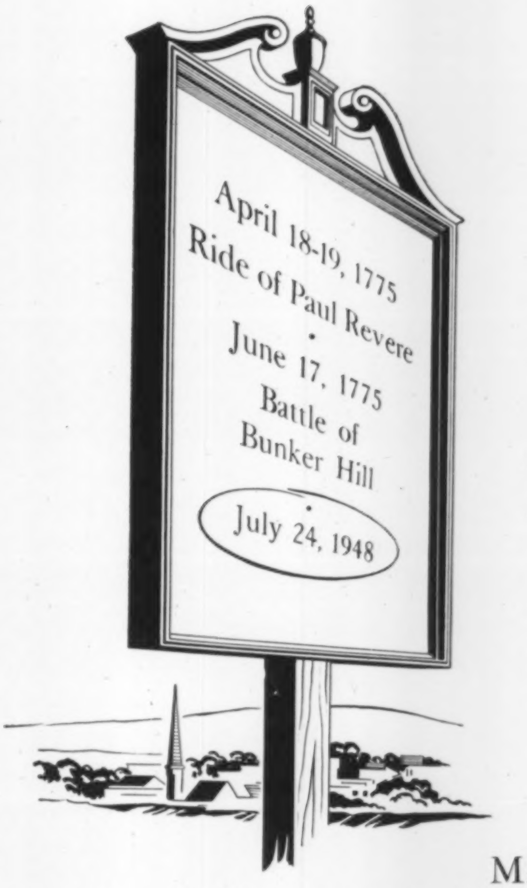
The Swedes, Mr. Fleisher said, prefer the Armed Forces Network broadcasts from Frankfurt to those of the Stockholm station which are usually of an educational rather than entertaining nature.

Duluth Radio and Papers Pushing Area as Market

ALL-OUT community effort to advertise the advantages of the Duluth, Minn.-Superior, Wis., market has been undertaken by the radio stations and newspapers of the two cities.

The idea was initiated by Dalton LeMasurier, KDAL Duluth manager, the station reports. Cooperating in putting across the slogan, "Duluth-Superior is booming," are KDAL and WEBC Duluth, WDSM Superior, the Duluth *Herald* and *News Tribune* and the Superior *Evening Telegram*.

The cooperative advertising effort points out that new figures reveal a 27.6% increase in effective buying income and a 15.5% increase in population in the Duluth-Superior area and heralds the market represented by the two cities as "now greater than Des Moines, the Quad Cities, Peoria or Tulsa."



A New Date for New Englanders to Remember

Millions of New Englanders within a 50-mile radius of Boston may well add to their roster of memorable dates that of July 24, 1948. For that date marks two important events in the 7½-year growth of WBZ-FM:

1. Shifting of the WBZ-FM transmitter and antenna site from Hull to the new Radio & Television Center on Soldier's Field Road, Boston. A brand-new Westinghouse Type FM-10 transmitter now directs the WBZ-FM signal from atop a 656-foot tower.

2. Simultaneously, WBZ-FM strengthened its voice to 20 kw. effective radiated power. Thus it became the first Boston station to achieve this lusty criterion of coverage.

And since June 13, 1948, WBZ-FM has been duplicating all NBC network and local programs between the hours of 8:30 AM and 10 PM *at no additional cost to advertisers.*

WBZ

BOSTON

NBC AFFILIATE

50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WBZ-TV • KYW • KDKA • WOWO • KEX

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS

YOU CAN HEAR THE DIFFERENCE

WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

ASK YOUR PETRY MAN
About Availabilities in the
YANKEE NETWORK
News Service Editions at
8 A.M. ★ 1 P.M.
6 P.M. ★ 11 P.M.
THE YANKEE NETWORK, INC.
Member Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO. INC.

MINIATURE television studio exhibit is explained to group attending RCA's first seminar in Camden, N. J., for consulting engineers by W. W. Watts, vice president in charge of RCA Engineering Products Dept. L to r: P. B. Reed, RCA; Frank H. McIntosh (foreground with briefcase), Washington, D. C.; Gerald R. Chinski, Houston; A. F. Inglis, George P. Adair, Russell P. May and James C. McNary, all of Washington, D. C.; Mr. Watts; H. T. Head, Karl Gerhard and John H. Barron, all of Washington, and L. W. Andrews, Davenport, Iowa.

* * *

40 Attend RCA's Seminar on Video

AN EXCHANGE of ideas and information on the future of television, among RCA's TV engineering staff and 40 of the nation's leading technical experts, highlighted RCA's first television seminar for consulting engineers which closed Sept. 2. The sessions, which lasted four days, were held in Camden, N. J.

Subjects under discussion were those on TV station sites, installation layouts, propagation factors, transmitting equipment and antennas, color television, as well as immediate problems confronting the industry as a whole.

At a banquet in Philadelphia's Barclay Hotel Aug. 31, T. A. Smith, general sales manager of RCA's Engineering Products Division, predicted that TV pictures will show a gradual but steady improvement within present standards.

In Camden, where they were welcomed by F. M. Folsom, executive vice president in charge of RCA Victor Division, the consultants heard talks on the latest developments in television incorporated in current equipment, and witnessed TV production. Between seminar sessions, they toured the TV receiver assembly plant, and the transmitter manufacturing plant and antenna testing site.

Visit to Princeton

On the final day the visiting technical group visited the RCA Laboratories in Princeton, N. J., where discussions were held with top RCA research engineers. Addresses were given by Dr. E. W. Engstrom, vice president in charge of research; Dr. C. B. Jolliffe, executive vice president of RCA Laboratories Division, and other speakers.

Feature of the seminar was a tour through WCAU-TV Philadelphia and RCA's experimental TV station in Camden, W3XEP. Most of the attending engineers were from Washington, D. C.

KENTUCKY U. STUDIO

New Installation Has Latest Polycylindrical Treatment

INSTALLATION of a new studio using a different kind of acoustical treatment, polycylindrical diffusers, has been completed by the U. of Kentucky's station, WBKY.

Reporting on the installation, *The Kentucky Engineer*, publication of the U. of Kentucky College of Engineering, August issue, says the new studio is believed to be the first of its kind in educational radio. The first commercial station to employ the polycylindrical treatment was WHLD, 1-kw daytimer at Niagara Falls, N. Y., the publication says.

Polycylindrical diffusers, the article in *The Kentucky Engineer* continues, represent the latest method of controlling both factors upon which the suitability of a studio for broadcasting depends, reverberation and interference. The method, employing wall panels constructed as arcs of circles, overcomes an objection to ordinary acoustical treatment because it has the particular property of acting as absorber of the low frequencies and reflector of the high.

The new U. of Kentucky studio is 45 by 52 feet with a ceiling sloping from 11 feet at the edges to a center panel 15 feet in height.

Golfers' Ban Lifted

PROTEST by Matty Brescia, promotion manager of WMPS Memphis, against refusal of U. S. Golf Assn. to permit radio newsmen to use working news room at Memphis Country Club during national amateur match led to revoking of ban. After protest was filed, Syd Eiges, NBC vice president, asked Joseph Dey, USGA executive secretary, to accord full reportorial status to radio newsmen. In replying to Mr. Brescia, Robert K. Richards, NAB public relations director, said he had performed a service "for your colleagues in the industry."

JACK TODD MANAGING NEW WIKK ERIE, PA.

STAFF MEMBERS of WIKK Erie, Pa., new 5-kw fulltime station on 1330 kc, were announced last week by Jack Todd, manager. They include, besides Mr. Todd, who has been in radio since 1926: John Rossiter, sales manager; Hugo Bondy, chief engineer; James Millard, Clifford Ormston, Ray Pflueger and Stephen Miller, engineers; Don Lick, station announcer; Robert Norman, Joe Anthony and Charles Cooper, announcers; Marion Sandusky, continuity director, and Dorothy Dillon, traffic manager.

Mr. Kiggins

WIKK, an ABC affiliate, went on the air Aug. 25. It is owned and operated by Community Service Broadcasting Co., of which Keith Kiggins, of Chicago, is president, and Donald W. Reynolds, of Fort Smith, Ark., is secretary-treasurer.

Mr. Kiggins, before resigning in January 1947 to head Community Service, was vice president in charge of programs, sales and station relations for NBC. Previously he had been director of the old NBC Blue Network. Mr. Reynolds is owner of KFSA Fort Smith and of the Southwestern Publishing Co. and the Times Publishing Co. in the Arkansas city.

WIKK's studios and offices are at 1021 State St., Erie. Its transmitter and antennas are on Route 19 outside Erie.

German Progress

GERMAN wartime developments in velocity-modulated tubes (klystrons) and progress in crystal manufacturing are reviewed in a series of publications available at the Office of Technical Services, Dept. of Commerce.

PHILADELPHIA'S No.1 Sports Station
BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING
10,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.

KTSA

proudly announces

THREE NEW FIFTEEN MINUTE SHOWS,
MONDAY THROUGH FRIDAY, SPONSORED BY

JOSKE'S OF TEXAS

"FOR THE LADIES", 9:15 A. M. DAILY, Featuring Miss Phyllis Webb Soehl as Peggy Wilson.

"JOSKE'S FARM AND RANCH NEWS", 12:45 P. M. DAILY, Featuring Hugh Muncy, Nationally Known Farm and Ranch Reporter.

"GOOD MORNING SHOW", 7:45 A. M. Daily, Featuring Bob Holleron and Peggy Wilson.

This great Texas Department Store believes in beaming programs to selective audiences. These three fine programs, plus KTSA's coverage of the South Texas market, are bringing the Joske story into thousands of San Antonio . . . and South Texas homes regularly.

5,000 - W. **KTSA** 550 KC.

CBS FOR 19 YEARS IN SAN ANTONIO

Represented Nationally by TAYLOR, BORROFF & CO.

THE LATEST WCKY STORY

Dear Time Buyer:

You are now in the midst of plans for the coming Fall and Winter.

In placing your Cincinnati schedule, don't overlook the WCKY STORY.

WCKY is exceeded in share of audience by only one station.

HERE IS THE PULSE, INC. REPORT FOR JULY & AUGUST 1948.

MONDAY-FRIDAY 8:00 AM-8:00 PM

	WCKY	NETWORK STATION A	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
Share of Audience	**19.1**	18.9*	15.9	24.1	16.1

*Includes baseball. We do not need to remind you that baseball is over soon.

Call Tom Welstead in New York, or C. H. "Top" Topmiller in Cincinnati for the full story.

Sincerely yours,

L. B. Wilson

INVEST YOUR AD DOLLAR WCKY'S-LY

IN CINCINNATI,

YOUR BEST BUY

IS WCKY!

P. S.

And don't forget that 50,000 watts WCKY gives you, in addition to the METROPOLITAN Cincinnati Audience, a big "PLUS" OUTSIDE AUDIENCE at *NO EXTRA COST*.

Thomas A. Welstead
Eastern Sales Manager,
53 E 51st St.
New York City.
Phone: Eldorado 5-1127
TWX: NY 1-1688

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Steady As We Go

RADIO, these days, is no business for the faint-hearted.

It doesn't take a survey to conclude that almost everybody's worried about the TV revolution. The broadcaster who isn't in wants in. Or does he? Those who are in are worried about upsetting the existing allocations, and, of course, about red ink and unions and operating problems. The FCC is concerned about allocations and a counterpart of the FM upstairs-downstairs nightmare. The public is distraught about set costs (if they have TV available) and about obsolescence if they buy now. That part of the public that doesn't have TV wants it. The advertiser, harking back to radio's aborning days, wants preferred position. The agency wants position and sweats over production, costs and commissions.

TV almost overnight is the new sales Valhalla. It has moved faster than the wildest predictions of its most ardent zealots. The cost factors have moved faster too. And the allocations problem, recognized from the start because of the ether hog propensities of video, is much worse than originally envisaged.

The picture looks bleak, particularly for the fellow who must risk his capital. But the problems are not insurmountable. Nothing in radio has been so far. And nothing worthwhile in radio has come easily.

Now let's catch our breath. A few weeks ago we admonished all and sundry to take another look. TV's emergence as the most potent selling medium of history is inevitable. But before the TV empire can build soundly, it must have a solid foundation.

The components of that foundation are (1) sound allocations; (2) circulation premised upon use of receivers which must dovetail with the allocations.

Today the superstructure is building hell-bent for any election. The audience impact and sponsor identification extends for beyond any other medium. But the coverage, percentagewise, obviously is fractional.

The merging of sight with sound was as inevitable as the merging of sound with sight in the movies. David Sarnoff foresaw television before aural broadcasting had justified his "music box" prediction. It took the movies a generation to get sound, and another score of years to add color.

Last May we cited a few simple statistics. There were 66 million sound radio receivers in 37 million homes and in 9 million automobiles. There were upwards of 300,000 TV receivers in use, with possibly 800,000 by the end of 1948, and with an estimated 50 TV stations to be on the air by the year's end (as against 1,650 AM stations and more than 500 FMs). Taking the most optimistic estimates on TV production (with no unforeseen dislocations) we deduced that by 1955, there would be about 17 million TV receivers.

That's substantial circulation—surpassing anything the printed media can cite after a couple centuries. But it's a long haul from sound broadcasting's saturation of America.

Radio, we say again, is no business for the timid. Those who view TV as a frightening ogre should get out of radio, for TV is radio with eyes between its ears. But the ears of radio—66,000,000 pairs of them—are the firm foundation of the House of Radio. They will remain so as long as there are programs to which to listen.

Dead Herring Alley

THE NAB district meetings are entering their final lap. A more serious mien has been evident. Broadcasters in all walks realize that hard rock days are ahead. They aren't kidding themselves about competition, code, Congress, Commission or copyright.

It is on copyright, a fundamental dollar problem, that a reawakened interest is noted. That is because ASCAP contracts are due for renewal next year, for nine years or nothing.

It's being recognized that there may be something more than coincidence in the popularity ratings on top tunes. ASCAP tunes top the trade lists, with around 50 from its catalogs as against 2 or 3 from BMI, radio's wholly-owned subsidiary and the instrumentality that broke ASCAP's monopolistic back in 1939.

When we suggested six weeks ago that there were obvious signs of the resurgence of "payola" among a few big-league disc jockeys, reactions came swiftly from all ranks. There were some who didn't mind being quoted, and we published their letters in OPEN MIKE.

If we had any doubt about the re-entry of "payola," it was dispelled by the velocity and magnitude of the protests.

Without equivocation, we charge that certain publishers are showering gifts upon a few disc jockeys in certain key "surveyed" markets. We allege that by this means and others ratings are being rigged. We contend this recrudescence of "payola" has a direct bearing upon ASCAP's contract renewal campaign, and that it's part of the bigger "payola" which ASCAP publishers hope to reap.

The ASCAP publishers obviously play only the Big Time. In the secondary markets, where the disc jockey doubles in brass, the expected usually happens. He innocently follows the polls and the record sheets.

What's needed is an objective, uncontrolled, uninhibited method of popularity rating, devoid of song-plugging, press-agentry and other cultivation. Certainly, BMI, with 35% of all the music performed, and with top-flight artists recording for top companies, would fare better if the rules of the game were observed. "Payola" is as corrupt as the throwing of a baseball game. It isn't the American way.

Reading Time: Eternity

THE OTHER day, Vic Diehm, general manager and part owner of WAZL Hazleton, was feted on the occasion of his 20th anniversary in Pennsylvania radio. Among others he received congratulations from Sen. Francis J. Myers, Pennsylvania Democrat. We think it is *must* reading. Sen Myers said of radio:

> **I have been thinking what a satisfaction it must be to toil in a field with such vast possibilities of service to humanity.**
>
> **If given a chance, radio can break down international barriers of prejudice and aid in promoting peace and good will in the world. It has boundless educational possibilities. It can furnish wholesome entertainment in the home, perhaps in some measure counteracting the centrifugal tendencies that would disrupt our firesides. Its religious programs appeal to the best that is in us, but have by no means attained their utmost in spiritual beauty and effectiveness. In the dissemination of news the radio vies in importance with the daily press. And even the advertising, which we may sometimes jokingly disparage, is not a necessary evil, but, when properly done, is a necessary good. It makes government subsidies and government domination unnecessary and in the promotion of business it affects not only the large sponsoring organizations, but the smallest corner grocery store where perhaps the increased sale of certain radio-advertised products may make the difference between sending a son or daughter to college or not.**
>
> **With the advent of television all these possibilities are vastly enlarged; and the responsibility for making radio a constructive force in the world of today and tomorrow rests heavily upon men like you. . . .**

Thanks, Sen. Myers. You've written a radio credo.

Our Respects To—

JOHN HUGHES NORTON JR.

IF JOHN NORTON hadn't been a boy soprano in a local church choir he might never have gotten on the road that led to the vice presidency in charge of ABC's Central Division. He succeeded Ed Borroff, who resigned that post in June.

The route was devious.

Mr. Norton was born in 1907 in Chambersburg, Pa., a mining and railroad town. Railroading was his father's life-long occupation. When Mr. Norton Sr. transferred his Pennsylvania Railroad stint to Hagerstown, Md., the family naturally went along. Mrs. Norton, in an effort to establish the family as part of the community, insisted immediately that John Jr. join the choir of St. John's Episcopal church.

While exercising his vocal chords, Mr. Norton met another up-and-coming (at that time) radio personality, who was to carve out a career for himself along similar lines—Roger W. Clipp, general manager and vice president of WFIL Philadelphia.

After graduating from elementary and high schools in Hagerstown, Mr. Norton attended the U. of Maryland, specializing in politics and government.

Mr. Norton started his career as an apprentice in the Hagerstown branch of Hemphill, Noyes & Co., New York brokerage firm. While there his former partner in harmony, Mr. Clipp, then manager of NBC's commercial engineering department, paid him an unexpected visit. He prodded Mr. Norton into traveling to New York for a network interview.

The result was that in April 1931, Mr. Norton went to work in Mr. Clipp's department. Soon he was appointed assistant manager of NBC's owned and operated stations under William S. Hedges, now vice president in charge of planning and development. (In those days the network managed the Westinghouse and General Electric stations.)

ABC Central Division's new vice president in charge then branched out into more phases of broadcasting with NBC. In 1936 he became assistant to the vice president in charge of station relations. Three years later, when NBC's Red and Blue networks split, he was named manager of Blue's station relations. He remained in that capacity when Blue became a separate corporation.

Other promotions were rapid. In December 1945 he assumed duties as vice president in

(*Continued on page 54*)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

KNOWING THE DIFFERENCE MAKES THE DIFFERENCE...

WOV'S AUDITED AUDIENCES tell you sex and age; but...and here's what you really need to know...AUDITED AUDIENCES tell you where listeners live and shop; what they earn, spend, and buy; what they like and dislike, and...who does the buying. Vital statistical inside info specifically designed to help advertisers and agencies direct their advertising to known individuals rather than trying to reach unknown mass audiences.

We want you to have the knowledge of 5 AUDITED AUDIENCES, each a different group of purchasers; each the result of a penetrating accurate survey. Get the facts on these 5 AUDITED AUDIENCES today, and..."TAKE THE GUESS OUT OF BUYING."

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

- ★ WAKE UP NEW YORK *Bill Williams*
- ★ 1280 CLUB *with Fred Robbins*
- ★ BAND PARADE *with Bill Gordon*
- ★ PRAIRIE STARS *with Rosalie Allen*
- ★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *(More than the combined population of Cleveland and Cincinnati.)*

WOV

NEW YORK

Respects

(Continued from page 52)

charge of ABC's stations department. Last June he went to Chicago to head the network's Central Division.

Major innovations made since that time include putting ABC's second video station, WENR-TV, on the air, with the gala premiere scheduled for next Friday night—acquisition on a long-term basis of Chicago Civic Theater, legitimate Shakespearean playhouse, for use as a television studio, and further expansion to the 2nd, 5th, and 16th floors of the Civic Opera Bldg. And, if this wasn't proof enough of his industry, Mr. Norton also signed in the past three months such business as General Mills, for the first quarter-hour of the *Breakfast Club;* Pillsbury (new to the network) for *Galen Drake* and *Kay Kyser;* Quaker Oats for *Challenge of the Yukon* and Mantle Lamp Corp. for *Smiling Ed McConnell.*

Mr. Norton, working on almost a 24-hour-daily basis, developed plans for opening of WENR-TV when nothing definite had been outlined at the time of his arrival in June. Operations will make the station hub of ABC's Midwestern video network, and signing for the Civic Theatre makes a permanent studio available for an unlimited number of shows.

Mr. Norton and his wife, the former Virginia Skeen of Atlanta, will celebrate their 10th wedding anniversary in December. They met in New York when she was enrolled in Columbia U.'s School of Journalism. The family, comprising Virginia Skeen Norton Jr., 3½, and John III, 1½, still live in Greenwich, Conn., while Mr. Norton scouts Chicago city and country-side for a house.

ABC Chicago's new head is credited by colleagues as one of the few, who, when Red and Blue were organized, realized it would take enormous energy and work to keep alive Blue and later build ABC to present proportions. He worked frequent 16-hour tricks, sometimes without vacation, and his perseverance and energy today is reflected in the enormous growth of the network.

Mr. Norton plans to apply this vitality to the continued development—and in some cases, rediscovery—of Chicago radio.

Clyne Vice President

TERRY CLYNE, account executive on Bulova Watch for the Biow Co., New York, and a member of the agency's plans board in radio and television, has been appointed vice president of the company.

Staff Selected for New Troy, N. Y., FM Station

STAFF of new Troy, N. Y., FM station, WFLY, owned by The Troy Record Co., which publishes the morning *Troy Record* and the evening *Times Record* was announced last week.

Frank L. York, general manager and treasurer of Troy Record Co., is WFLY general manager. Other staffers include: Robert C. Goodrich, former promotion manager of the newspapers, station manager; Arthur Stuarts Jr., chief engineer; Mrs. Evelyn Johnson Small, program director, and Hugh McCoy, news editor.

During the six hours it is on the air, 3-9 p.m., WFLY presents 5-minute news broadcasts every hour on the hour. The station, operating on Channel 222 (92.3 mc), went on the air Aug. 18. It plans around-the-clock operation later, Mr. York announced. Studios are in Hotel Troy and transmitter atop Pinnacle Mountain.

* * *

Mr. York (l) and Mr. Goodrich

Montgelas Elected

RUDOLPH MONTGELAS, formerly vice president of Buchanan & Co., New York, has been elected president of the agency, John Hertz Jr., chairman of the board, announced last week. Tom Buchanan, formerly president, has been inactive because of ill health for the past two years.

Management

F. A. HIGGINS has been appointed general manager of WHOW Clinton, Ill., replacing **H. E. RHEA**, who returns to television field as video consultant. Mr. Higgins previously was with WLBC Muncie, Ind., for five years, was station and sales manager for five years with WDAN Danville, Ill., and with KOY Phoenix for one year. He will become minority stockholder in WHOW.

L. O. HUTCHINS has been appointed assistant general manager and commercial manager of WBBO Forest City, N. C. Mr. Hutchins was commercial manager of WGBG Greensboro from 1943 until 1946 and has been commercial manager of WWGP Sanford for past two years.

Mr. Hutchins

LLOYD E. YODER, general manager of KOA Denver, has been appointed to balloting panel of "Collier's" Magazine All-American Football team board for 1948 season.

WALTER HAASE, manager of WDRC Hartford, Conn., has been appointed member of Governor's Salvage Committee in Connecticut.

New Survey to Measure Radio Ads' Effectiveness

GUIDE-POST Research of Pittsburgh has announced a new survey method to measure the effectiveness of radio advertising. Basis of the method is a comparison of the use of the advertised product by program listeners with its use by non-listeners.

A representative cross section of 1,000 Pittsburgh women has been established to report at the end of each month whether they: (1) Heard the program during the month. (2) Have heard the program but not during the month. (3) Never have heard the program. The women are then questioned about their use of the products and the listening and product-use percentages are projected to the 500,000 women in the Pittsburgh area.

YOU'RE ON THE *FIRST* STATION WHEN YOU PICK *KPRC* HOUSTON

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S
FIRST MARKET!

..and *FIRST* WITH THE NEWS!

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET!

When the news "breaks" it usually "breaks" first on KPRC. For KPRC has one of the biggest and best-trained news staffs in America, headed by famous Pat Flaherty, former NBC war correspondent.

Four reporters are on his Houston staff—

Four more correspondents (part time) in Beaumont-Port Arthur, Pasadena, Austin and Washington.

KPRC is the only station in Texas offering all four of the Associated Press wire services.

So news is one of the "firsts" that gives KPRC dominance in the great Gulfcoast area.

This dominance is best proved by the yardsticks you know—Hooper and BMB. Put your message on the air where it will *reach most listeners.* See Petry or call us.

KPRC HOUSTON
950 KILOCYCLES 5000 WATTS

National Representatives, Edward Petry and Company—Affiliated with NBC & TQN, Jack Harris, General Manager.

1 GETS YOU FOUR on WBNX

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

ENGLISH
Entire English Speaking Population
YIDDISH
2,180,000 Jewish Speaking Persons
GERMAN
1,236,000 German Speaking Persons
ITALIAN
2,103,737 Italian Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

WHAT'S NEW IN
TELEVISION?

Take a Look at WPTZ!

Letter to WPTZ . . . from the Publisher of LIFE:

"Before leaving for my vacation in Sweden, I want to tell you and all of your team how much we at LIFE appreciate the tremendous job you did on the conventions.

"As I look back on the programs we put on, I realize that, to a very large extent, it was your contribution, energy and enthusiasm in using mobile equipment that made the NBC-LIFE programs so successful. In addition to the fact that those days consisted largely of hard work, they do now also appear to be a lot of fun. The fun element was introduced in good part by your crew and their willingness to try anything, and also by their ability to get done everything they tried . . ."

ANDREW HEISKELL

Letter to WPTZ . . . from NBC's Director of Television Operations:

"I know I have told you of our appreciation of what WPTZ has done for us on the Conventions, but I would like to reiterate and re-emphasize what all of us feel; namely, that you all did a wonderful job for us and aided us greatly in our coverage. Television gained much from the Convention coverage, and we couldn't have done what we did without WPTZ . . . Please accept NBC's thanks and appreciation."

CARLETON D. SMITH

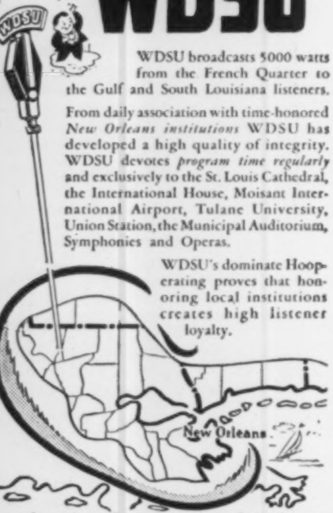
POSTSCRIPT to the Convention Telecasts . . .

WPTZ's participation in LIFE-NBC television coverage of the political conventions in Philadelphia—41 mobile telecasts . . . several notable news scoops . . . one complete mobile unit moved in 12 minutes. The same personnel, facilities and experience in television are available to serve you and your client at WPTZ.

PHILCO TELEVISION BROADCASTING CORPORATION • 1800 Architects Building • Philadelphia 2, Penna.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC
TELEVISION
AFFILIATE



TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts

JOHN BLAIR AND COMPANY
Representative

SPEARHEADING THE PROGRESS OF FM

WASHington D.C.

RADIO'S BEST BUY IN THE NATION'S CAPITAL

WASH FM

EVERETT L. DILLARD
GEN. MGR.

1319-F-STREET, NW

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, July 31	257
Number of network commercials starting during August	4
Number of network commercials ending during August	6
Number of commercials on the four nationwide networks, August 31	255

August Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Brach Candy Co.	Superman	MBS	Mon.-Fri. 5:15-5:30 p.m.	George Hartman Co.
General Mills	Breakfast Club	ABC	Mon.-Fri. 9-9:15 a.m.	Tatham-Laird Inc.
Johns-Manville Co.	Bill Henry & the News	MBS	Mon.-Fri. 9:55-10 p.m.	J. W. Thompson
Quaker Oats	Roy Rogers	MBS	Sun. 6-6:30 p.m.	Sherman & Marquette

August Deletions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Appalachian Coals	Alvin Helfer	MBS	Mon.-Fri. 7:15-7:20 p.m.	Haehnle Agency
Armour & Co.	Queen for a Day (Segment)	MBS	Mon.-Fri. 2-2:30 p.m.	Foote, Cone & Belding
General Mills	Famous Jury Trials	ABC	Sat. 7:30-8 p.m.	Knox Reeves Adv.
General Mills	Green Hornet	ABC	Tues. 7:30-8 p.m.	Dancer-Fitzgerald-Sample
Mars Inc.	Dr. I.Q. Jr.	NBC	Sat. 5:30-6 p.m.	Grant Adv.
Quaker Oats	Those Websters	MBS	Sun 6-6:30 p.m.	Sherman & Marquette

August One-Timers

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Fisher Body Division General Motors	Fisher Body Craftman's Guild Annual Scholarship Awards	ABC	Tues. Aug. 24 8-8:15 p.m.	Kudner Agency
Gillette Safety Razor	Massachusetts Handicap	ABC	Sat. Aug. 14 5-5:15 p.m.	Maxon Inc.
Wilson Sporting Goods	All Star Football Game	MBS	Fri. Aug. 20 9:30 concl.	Ewell & Thurber

WHOL ALLENTOWN, PA. IS NEW CBS MEMBER

WHOL Allentown, Pa., new 250-w fulltime local on 1230 kc, joined CBS last week after a fortnight of preliminary operation. The new facility started testing Aug. 30 without announcement, broadcasting its first full afternoon program Sept. 5.

Lewis Windmuller, president of Allentown Broadcasting Corp. and WHOL general manager, said elapsed time between groundbreaking and transmitting was only 65 days.

Stockholders with Mr. Windmuller, now living in Allentown, are Charles Helwig, attorney; John Willenbecker, CPA; Henry K. Bauman, postmaster; David K. Gernerd, attorney; Edmund Scholl, merchant and president of the Allentown Fair; Cora Windmuller; Lynne C. Smeby and Carl Butman, of Washington. Mr. Smeby is an engineering consultant and Mr. Butman is a radio consultant.

Staff officers include Alan Bautzer, formerly of WLBR Lebanon, Pa., program manager; Gerald B. Werst, Bethlehem, Pa., chief engineer; Rod E. Schoenlack, chief salesman; C. Robert Glover, public relations-promotion manager. Announcers are Ronn Bergen, Dick Lawrence and James Chambers. National representative is Robert Meeker Assoc.

Van Buren Quits R&R

RALPH VAN BUREN, who has been associated with Ruthrauff & Ryan, New York, for the past 28 years, has resigned as vice president, secretary and director of the agency. He will announce his future plans shortly. His duties will be taken over by J. B. Bell and J. Lewis Ames [BROADCASTING, Aug. 23].

Nash Motors to Sponsor CBS Election Returns

NASH MOTORS will sponsor the CBS Presidential election returns broadcast on Tuesday, Nov. 2. This announcement followed by a few days the news that the Curtis Publishing Co. would sponsor a similar broadcast on MBS [BROADCASTING, Sept. 6]. The CBS election coverage will begin at 8 p.m. on Nov. 2, and continue "until the outcome definitely has been decided, and as long as important election news is imminent."

CBS newsmen thus far assigned to the program are Edward R. Murrow, John Daly, Ned Calmer, Eric Sevareid, Joseph C. Harsch, Allan Jackson, Quincy Howe, Don Hollenbeck, Richard C. Hottelet, John Adams, Griffing Bancroft and Willard Shadel.

The contract was placed through Geyer, Newell and Ganger.

EDUCATORS, school boards, civic groups and local government officials are receiving copies of "America's Musical Activities," non-commercial digest of American Music Conference's "National Survey of the Public Interest in Music."

Commercial

AMOS BARON has been appointed commercial manager of KSDJ San Diego.

GRAHAM MOORE, former assistant manager and program director of KCSB San Bernardino, and **BILL HOUSER**, freelance producer, have joined KSDJ sales staff. **ESTA BURTON** has been added to KSDJ traffic department.

H. THEODORE (Ted) ENNS Jr. has resigned as national sales manager of Cowles Broadcasting Co., effective Oct. 1. He has secured a substantial interest in the Fort Pierce, Fla., "News-Tribune," published by his uncle, Paul Enns. Mr. Enns, who will engage actively in newspaper business, leaves Cowles stations—KRNT Des Moines, WCOP Boston, WOL Washington, and WNAX Yankton-Sioux City—after nine years as national sales manager.

Mr. Enns

GUSTAV BRANDBORG, commercial manager of KVOO Tulsa, Okla., has been named a member of newly-formed Protestant Radio Commission. He is one of five representatives of state and local councils of churches from over nation who were nominated for membership on the commission.

PHILIP S. CARTER has joined sales department of WCOP Boston. He comes to WCOP from WNAC Boston, where he was director of merchandising.

E. W. WARDELL has been appointed sales manager of CKLW Windsor, Ont., succeeding **RICHARD E. JONES**, who left to become manager of WJBK Detroit. Mr. Wardell, formerly in industrial sales and promotion, has been on sales staff of CKLW for past nine years.

MARGARET KLING has joined KAYX Waterloo, Iowa, traffic department, replacing **LOVELLE SEIZER**, who returns to U. of Iowa studies.

WILLIAM BEDGOOD, formerly with WJBW New Orleans, has joined sales staff of WTPS and WTPS-FM New Orleans.

MELCHOR GUZMAN Co., has been appointed U. S. and Canadian representative for CMBF Radio Universal, S. A.

JAMES A. HAGAN, sales manager of WWNC Asheville, N. C., is the father of a boy, James A. Jr.

LEE FONDREN, sales manager and **MACK SWITZER**, public service director, of KLZ Denver, have been named faculty instructors in radio at two Denver colleges.

FIRST Cleveland radio softball tournament ended with WGAR winning third and deciding game of playoff series with WTAM, 15-8.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

NBC AFFILIATE

How to be FIRST and FIFTEENTH at the same time!

Does that sound hard to do? It's easy if you know how—*and we know how!*

For October through April, Hooper reports showed WFBR FIRST in Baltimore in morning, afternoon, and TOTAL RATED PERIODS.

Then, as if that weren't enough to pop a timebuyer's eyes—up came Mr. Hooper with May and June ratings, and there's WFBR again — FIFTEENTH IN MORNING SHARE-OF-AUDIENCE IN HOOPER-RATED CITIES!

Here's some interesting addition: to the top Hooper in Baltimore, add fifteenth in the Hooper-rated cities in the morning. Then add 100,000 studio visitors yearly, an alert, informative house organ for those visitors, up-to-date product displays of WFBR-advertised merchandise, block-program newspaper advertising 6 days a week, and then see if your total doesn't add up to the *must* station in Baltimore:

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Tele-Tips from WLW-T

Swanee River Boys

Welcome visitors with WLW-T viewers are these four men of song from Dixie. Featuring spirituals, folk songs, and sock visual novelties, their talented teamwork resolves into a smooth performance that bespeaks genuine showmanship — showmanship that can readily be translated into salesmanship for some worthy product.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

News

DICK ADAMS, former editor of "Wisconsin State Farm Journal," has joined WMT Cedar Rapids, Iowa, as farm editor. **BOB HENRY**, formerly with KVOO Tulsa, Okla., is now reporter for WMT news staff.

LEE DAVIS, veteran coach and Director of Athletics, Morningside College, has been named sports director at WNAX Yankton, S. D. Former Iowa all-state gridder, and coach for many years, he brings almost quarter-century sport experience to sportscasting field.

TOM HANLON, KNX Hollywood sportscaster, is the father of a boy, Michael James.

BEN GRAUER, NBC announcer and special events expert, left U. S. last week enroute to Rome on first leg of combination vacation and news assignment. Mr. Grauer plans to visit Palestine, Geneva, Germany, and France. He is scheduled to arrive in Paris late this month to cover U. N. General Assembly sessions, then return to U. S.

Host to IRE

FRANK V. BREMER, WATV Newark, N. J., vice president in charge of engineering, will be the official host at the Northern New Jersey sub-section meeting of the Institute of Radio Engineers, opening Wednesday, Sept. 15, at West Orange, N. J. More than 200 IRE members are expected to attend. Scheduled speakers include T. M. Gluyas of RCA Victor.

DR. LAWTON ADDRESSES SEMINAR IN MISSOURI

METHODS of applying research to broadcasting were discussed by Dr. Sherman Lawton, coordinator of radio at the U. of Oklahoma, during the National Religious Seminar at Central Bible Institute in Springfield, Mo. last Wednesday.

Dr. Lawton, an authority in the field of judging audience reaction, during the past three years has made an intensive study of the application of research to religious broadcasting.

Other speakers during the three-day seminar which closed Sept. 9 included Dr. E. R. Berterman, director of radio, *The Lutheran Hour;* Dr. Theodore Elsner, president, National Religious Broadcasters; Leslie Kennon, assistant manager, KWTO Springfield; Storm Whaley, general manager, KUOA Siloam Springs, Ark.; G. Pearson Ward, general manager, KTTS Springfield and Carl Fox, program director, KGBX Springfield.

Panel discussions were conducted on the subjects of "Fundamental Objections to Some Types of Gospel Broadcasting," "Programming," "Production and Studio Technique," "Public Relations," and "Delayed Broadcasts."

The Seminar, sponsored by the Radio department of the General Council of the Assemblies of God, was under the direction of Thomas F. Zimmerman, radio director of the council.

NETWORKS TO SALUTE AIR FORCE SEPT. 18

SPECIAL programs have been scheduled by the four major networks to salute the U. S. Air Force on Air Force Day, Sept. 18. Three transcribed Air Force programs of an institutional nature have already been sent to 1,067 stations by the Air Force Radio Section [BROADCASTING, Aug. 30].

ABC will present a drama on the air lift to Berlin called *Operation Vittles*, Sept. 18, 10:30-11 p.m. Part of the program will originate in Berlin with an on the spot account of air lift operations. NBC's Air Force program, Sept. 16, 5-5:30 p.m., will be a dramatic narrative program depicting the nature of Air Force operations since demobilization. Two former Air Force men, Col. Jimmy Stewart and Corp. Lee J. Cobb, will do the double narrative.

Special CBS program, 7-7:30 p.m. on Sept. 18, will present tape recorded interviews with Air Force men throughout the U. S., giving a factual report on how the taxpayers' money is used by the Air Force. The program will originate in Washington and the Air Force Band will supply background music.

Open house interviews with Air Force personnel in New York, Detroit, Los Angeles and Washington will be featured on the Mutual program, to be aired from 3-3:30 p.m. Sept. 18.

MOVE NEWS ROOM

WQAM Staff Now Operating From 'Miami Herald'

THE NEWS department of WQAM Miami has moved to the editorial room of *The Miami Herald*, according to an announcement by Owen Uridge, general manager of the station. Both operations are owned by King Newspapers which bought WQAM in 1946.

A three-man staff of WQAM employes will man the new department and prepare and deliver all 15-minute newscasts originated by the station. Head of the department will be John T. Bills, longtime *Herald* staff member and chief of *The Herald's* broadcast department for the last four years. He will be assisted by William P. Carey, former WQAM announcer and member of *The Herald's* broadcast staff for the last two years, and Gordon Shaw, former newscaster at WJR Detroit.

Mr. Uridge pointed out that the move would provide WQAM's news department with all stories gathered by *The Herald's* staff writers and state correspondents throughout Florida and wire reports of AP and INS.

In 1944, Lee Hills, managing editor of *The Herald*, established a broadcast department in the newspaper's editorial department. *The Herald* bought time on WQAM and aired three local and state newscasts daily as a public service feature.

Melville Hospitalized

JOHN MELVILLE, president of the American Radio and Television Corp., and executive director of WHP-FM Harrisburg, Pa., and its proposed television station, has been confined to the Philadelphia General Hospital for six months treatment. His duties at the newly formed American Radio and Television Corp. will be taken over by J. Louis Kast of WJMJ Philadelphia.

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Still another advantage to buying Andrew equipment is that Andrew engineers are available to properly install it. NO OTHER TRANSMISSION LINE MANUFACTURER OFFERS YOU THIS COMPLETE INSTALLATION SERVICE!

Here's what Mr. Leo W. Born, Technical Director of WTAD-FM, writes about Andrew installation service:—

> *"You will be interested to know that the installation of the Andrew coaxial line made by your organization has been giving us trouble-free performance of high efficiency in the daily operation of WTAD-FM.*
>
> *Knowing the great difficulties involved in the installation of such a large line on a 750 foot tower over a period of such inclement weather conditions, I feel that the excellent operation of the line is indeed a tribute to the men of your company who were on the job. Such performance is not accidental and we congratulate you on a tough job well done."*

This again emphasizes Andrews unique qualifications: Unsurpassed equipment and complete engineering service.

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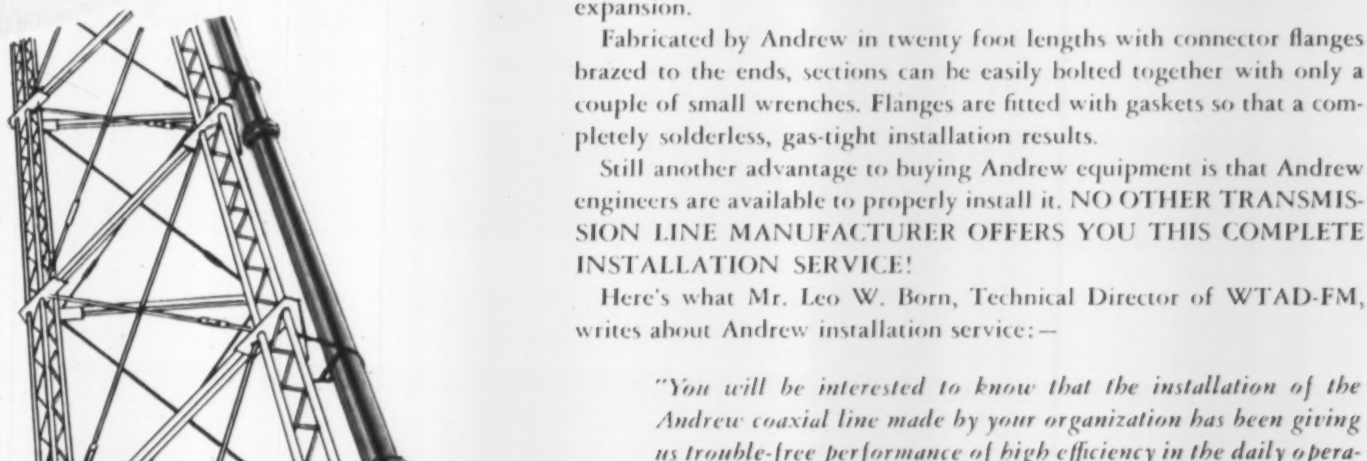

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EASTON APPEAL

AM, FM Distinction Said in Error

THE QUESTION of whether FCC must count FM stations along with AM in applying the Communications Act's principle of equitable distribution of radio service was put before the U. S. Court of Appeals for the District of Columbia.

Easton Publishing Co. raised the question in an appeal from FCC's decision denying its application for 1230 kc with 250 w at Easton, Pa., and granting that of Allentown Broadcasting Co. at Allentown [BROADCASTING, June 30, 1947].

The Commission's decision in favor of Allentown turned on the question of equitable distribution. Comparing the sizes of the two communities, FCC ruled that Allentown with one fulltime and one daytime station needs an additional outlet more that Easton, which has one fulltime station.

In its appeal the Easton applicant, publisher of the *Easton Express*, contends that the Communications Act does not distinguish between FM and AM in requiring equitable distribution of radio service, and that therefore FCC erred when it failed to consider FM in comparing the Easton and Allentown services.

When Easton's request for rehearing was denied last March, the brief contends, the Easton area had a population of 63,580 and one AM and one FM station, while the Allentown area had a population of 172,688 and four AM and five FM stations (operating or authorized).

Cite Unit System

Using the unit system set up under the old Davis Amendment and extending it to FM, the appeal notes, Allentown's service would total 7.9 while Easton's would be 0.8—a ratio of almost 10 to 1.

The brief, filed by Eliot C. Lovett, Washington attorney for Easton Publishing Co., argues that FCC has counted FM along with AM in such matters as determination of diversity of ownership of radio stations, and elimination of special temporary authorizations in the AM field.

"It is thus evident," the brief declares, "that the Commission's consideration of the importance of FM facilities depends entirely upon its fancy—upon whether such consideration will suit the particular objective to which it is directed."

The brief points out that FCC said in its memorandum opinion refusing to re-hear the case: ". . . having in mind that AM receivers are presently in much wider distribution than FM receivers, we believe that Easton Publishing has advanced no sufficient reason for re-hearing of this proceeding."

Allentown Argument

Apparently, the brief contends, FCC accepted the argument advanced by Allentown Broadcasting, the successful applicant, that "perhaps in the future when the number of FM receivers in the hands of the public becomes substantial and when FM programs are not merely duplication of AM programs, the Commission may properly consider the available FM radio service in deciding conflicting applications for AM facilities and vice versa . . ."

Allentown Broadcasting is controlled (74%) by Mr. and Mrs. Lewis Windmuller. Mr. Windmuller, general manager, has had extensive broadcasting and communications experience, including work as a radio consultant and director and producer of the *American Family Robinson* network series. In addition to the *Easton Express*, two other 1230-kc applicants received denials in the FCC decision: Steel City Broadcasting Co., of Allentown, and WEST Easton, which was seeking to move from its present 1400-kc assignment.

Three Program Renewals Are Announced by ABC

ABC has received renewals for *The Sheriff*, *Star Time With Dorothy Kilgallen* and *The Guy Lombardo Show*, from the Pacific Coast Borax Co., Drackett Co. and First National Stores Inc., respectively.

McCann - Erickson Inc., New York, placed the 52-week contract for Borax, with *The Sheriff* heard Fridays at 9:30 p.m. Dorothy Kilgallen is heard Thursdays, 10:45 a.m., on behalf of Drano and Windex, both Drackett products. Young & Rubicam is the agency. The contract is for 46 weeks. *The Guy Lombardo Show* is aired Thursdays at 9:30 p.m. over ABC's New England network. John C. Dowd Inc., Boston, placed the 52-week contract.

Flour Sacks Flurry

WITH MUSLIN costing 39c a square yard, housewives are glad to get their hands on empty flour sacks to make curtains, dish towels, dust cloths and aprons. At least, that's what Roecker's Bakery in Marion, Ohio, concluded after announcing six times on WMRN Marion that it had 1,200 of the sacks for sale at 10c apiece. The announcements were carried on WMRN's *Over the Coffee Cups* program conducted by Madge Cooper, women's editor of the station. Result: All 1,200 sacks sold and stacked-up orders for more.

Hollywood Ad Club Mulls 'Giveaways'

LINE between good giveaways and bad ones was drawn at meeting of Hollywood Ad Club fortnight ago. And it is generally felt that the public actually draws the line between the two, according to the panel which consisted of Sydney Gaynor, sales manager of Don Lee Broadcasting System; John Masterson, packager of *Bride and Groom* and Jack Bailey, m.c. of *Queen for a Day*.

Mr. Gaynor drew the first line between good and bad, pointing out that a show which had no other value than giveaway lacked entertainment value and was poor. Although he said the aim of such programs was ratings, the final matter of importance was sales rather than ratings. Garry Moore, m.c. of *Take It or Leave It* who served as moderator, pointed out that people who are made ravenous for gross sums of "loot" do not listen or attend a program to enjoy it but are veritably fighting to win. This, he contended, ceases to be radio entertainment.

Mr. Masterson was generally in favor of giveaway programs as long as they possessed an entertainment value. In examining the damage done to the advertiser, he cited a recent case in which 300 women attending a *Bride and Groom* program were asked to identify the sponsor. He pointed out that they had not even heard the commercial and that only two women named the makers of giveaway items.

Mr. Bailey likened the giveaway cycle to movie cycles such as "documentary," "historical," etc. He felt that rather than criticizing giveaways, they be accepted but attempts be made to dream up other equally appealing formats.

Jack Runyon, Hollywood manager of the Biow Co., was absent due to business, but had his remarks read by Mr. Moore. In essence Mr. Runyon urged cleaning up rather than elimination of giveaways.

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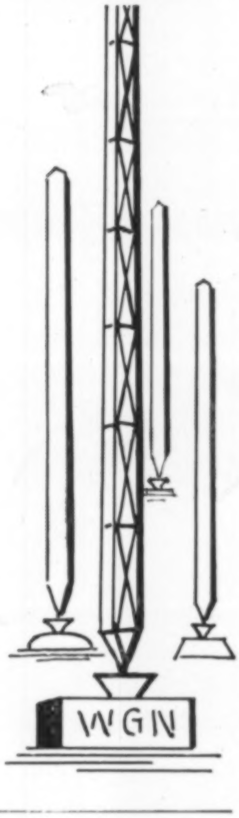

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AM GRANTS

FCC Okays 5 Fulltime And 9 Daytime

FOURTEEN NEW AM stations—five fulltime and nine daytime only—were granted last Thursday by FCC. Two existing AM outlets were given improved facilities.

Birney Imes Jr., Mississippi broadcaster, received new fulltime local outlet on 1490 kc, 250 w, at Grenada, Miss., while W. Ryan Frier, licensee of WBHF Cartersville, Ga., holds part interest in new grant at Greer, S. C., of 250 w daytime on 800 kc.

Frank Quinn, onetime general manager of KOB Albuquerque, received assignment of 1 kw daytime on 1280 kc in that city. Navy Commdr. W. Paul Oury, ex-general manager of WCFI Pawtucket, R. I., was recipient of 250-w fulltime assignment on 1230 kc at Westerly, R. I.

Dr. Azra C. Baker, for many year radio minister on WMAZ Macon, Ga., and pastor of Macon's Tabernacle Baptist Church, was granted 500 w daytime on 1390 kc at Seymour, Ind.

Four of the new grantees include individuals having newspaper interests.

WCPA Clearfield, Pa., was granted power increase from 500 w to 1 kw daytime on its assigned channel of 900 kc. Grant is subject to condition that Progressive Pub. Co., permittee of station, divest itself of all financial interest in Airplane and Marine Instruments Inc., licensee of WTWS Clearfield.

KBIO Burley, Ida., was granted switch from 1400 kc to 1230 kc, using 250 w fulltime.

Ownership Details

New station authorizations and ownership details:

Albuquerque, N. M.—Frank Quinn, 1280 kc, 1 kw, daytime; engineering conditions; estimated cost $19,310. Mr. Quinn is ex-general manager of KOB Albuquerque and KCSJ Pueblo, Col.

Centerville, Iowa — The Centerville Broadcasting Co., 1400 kc, 100 w, unlimited; subject to CAA approval of antenna site and provided applicant agrees to satisfy legitimate complaints of blanket interference within 250 mv/m contour. Estimated cost is $16,662. Principals: Robert K. Beck, copublisher and general manager of "Daily Iowegian," president and 40%; Charles B. DePuy, city and managing editor of paper, vice president 10%; E. William Porter, part-owner and business manager of paper, secretary-treasurer 10%; Harold M. Beck, co-publisher and 40% owner of the Oceanside, Calif., daily "Blade-Tribune and News," 20% and Paul R. Beck, co-publisher and 40% owner Oceanside papers, 20%.

Decatur, Ga. — DeKalb Broadcasting Co., 970 kc, 1 kw, daytime; engineering conditions; estimated cost $49,000. Principals: Frank G. Thomas, oil products distributor agent, president 11.75%; J. B. Gurley, superintendent of industrial and mechanical arts and public relations director for Decatur school system, secretary 11.25%, and W. C. Hutchins, 50% owner Moncrief Furnace Co. and member Decatur board of education, treasurer 13.75%. Remaining interest divided among six other local people.

Frederick, Okla. — Frederick Broadcasting Co., 1570 kc, 250 w, daytime; estimated cost $14,995. Partnership J. D. Jones Jr., assistant superintendent of studio control at WBAP Fort Worth, Tex., 36%; Ronald W. Wheeler Jr., assistant to the district director of Naval Reserves, Fort Worth, 36%, and Winston A. Jones, major in Army stationed at Atlanta, Ga., as commandant of ROTC in high schools there, 28%.

Greer, S. C.—Greer Broadcasting Co., 800 kc, 250 w, daytime; engineering conditions; estimated cost $16,000. Partnership: W. Ryan Frier, owner WBHF Cartersville, Ga., and publisher "Bartow Herald" there, and Edd A. Burch, ex-publisher weekly "Greer Citizen."

Grenada, Miss.—Birney Imes Jr., 1490 kc, 250 w, unlimited; engineering conditions; estimated cost $18,950. Mr. Imes is operator of WROX Clarksdale, owner of WELO Tupelo and licensee of WCBI Columbus, Miss.

Haleyville, Ala. — Haleyville Broadcasting Co., 1230 kc, 250 w, unlimited; engineering conditions; estimated cost $10,950. Partnership: Roy Mayhall, judge of the 14th Judicial Circuit of Alabama; M. E. Buttram, freelance entertainer with Gene Autry Inc., Hollywood, and H. E. Ray, local Chevrolet dealer. Each holds one-third interest.

Kittanning, Pa.—Armstrong County Broadcasting Corp., 1380 kc, 500 w, daytime; estimated cost $29,088. Of 3,000 shares authorized in new firm, 1,840 have been issued. Officers include: Lawrence W. Henry, owner Clark's Grill, president and 120 shares; Joseph B. Moore, manager local G. C. Murphy Co. store, vice president 120 shares, and Ralph J. Peoples, owner Peoples Radio Service, secretary-treasurer 80 shares. There are 21 other stockholders, all local people.

McMinniville, Ore. — McMinniville Broadcasting Co., 1260 kc, 1 kw, daytime; engineering conditions; estimated cost $27,500. Co-partners: Jack B. Bladine, publisher daily "Freeman Journal" and weekly "Telephone Register," and Philip N. Bladine, associated with papers.

Mullins, S. C.—The Mullins & Martin Broadcasting Co., 1280 kc, 1 kw, daytime; engineering conditions; estimated cost $22,516. Principals: W. H. Daniel Jr., farmer and part owner Daniel & Nichols Warehouse tobacco house, president; W. L. Harrelson, attorney, vice president, and W. G. Smith, farmer and bookkeeper at warehouse, secretary-treasurer. Each holds one-third interest.

New Albany, Ind.—Ohio Valley Broadcasting Co., 1570 kc, 1 kw, daytime; engineering conditions; estimated cost $14,485. Co-partners: Raymond H. Fields, vice president and 49.6% owner Guthrie, Okla., "Daily Leader" and national director of public relations for American Legion, and Roy L. Hickox, managing editor of paper and assistant national public relations director of American Legion.

Oxford, N. C.—Oxford Broadcasting Corp., 1340 kc, 250 w, unlimited; subject to filing modification to specify transmitter site and antenna system meeting FCC standards and provided no operation shall commence until WGTM Wilson, N. C., switches to 590 kc. Estimated cost is $19,700. Principals: Franklin W. Hancock Jr., attorney, president and 23.25% owner; W. M. Hicks, attorney, vice president 0.25%; Thomas S. Royster, attorney, secretary 0.25%; Franklin W. Hancock III, insurance agent, treasurer 1.25%; Charles S. Allen, chief owner Durham, N. C., Bond and Mortgage Co., director 50%, and V. E. Fountain, Tarboro, N. C., attorney, director 25%.

Seymour, Ind.—Azra C. Baker, 1390 kc, 500 w, daytime; engineering conditions and station must wait until WGRC Louisville ceases operation on 1400 kc. Estimated cost is $21,450. From 1916-1946 Dr. Baker was pastor of Tabernacle Baptist Church, Macon, Ga. He is to manage new outlet.

Westerly, R. I.—W. Paul Oury, 1230 kc, 250 w, unlimited; engineering conditions; estimated cost $24,250. Former general manager of WFCI Pawtucket. Mr. Oury is now commander in Navy.

KEX DAY AT FAIR

Attended by Crowd of 20,000; 3,000 Get Gate Passes

KEX Portland's Kay West Day at the Multnomah County Fair, Gresham, Ore., late last month attracted more than 20,000 persons, the station management reports.

Promotional activity preceding Kay West Day included a two-week barrage announcing the KEX *Parade of Talent* show at the fairgrounds. The show was headlined by Kay West, KEX women's director.

KEX arranged for the issuance of gate passes to 3,000 persons who wrote to the station for a free offer. The KEX entertainment at the fairgrounds included two main shows and a continuous program by KEX talent from 11 a.m. to 2 p.m.

BMB Reports on Number Attending 12 Meetings

SIXTY-SEVEN BMB board members, committee members and guests attended the Bureau's board meeting and the 11 committee and sub-committee sessions in New York between Aug. 23 and Sept. 2, BMB reported last week. Some individuals attended several meetings.

The total comprised 20 broadcasters, 18 advertising agency personnel, 13 advertisers, seven station representatives, six BMB staff members and one manufacturer, one independent researcher and BMB's legal counsel. The 67 came from ten states, the District of Columbia and Canada, travelling about 40,000 miles to attend the sessions.

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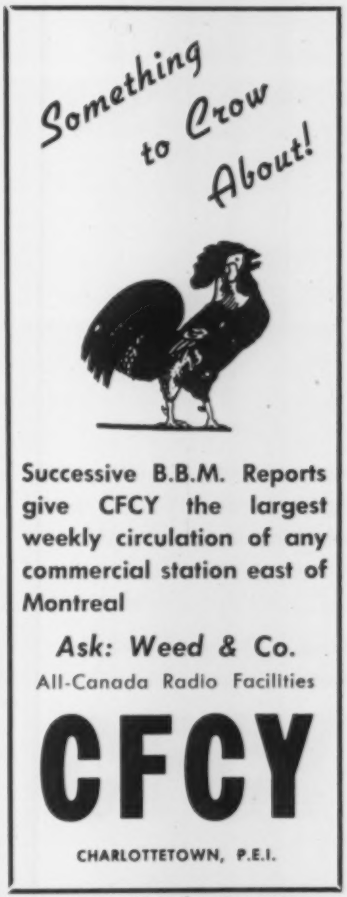
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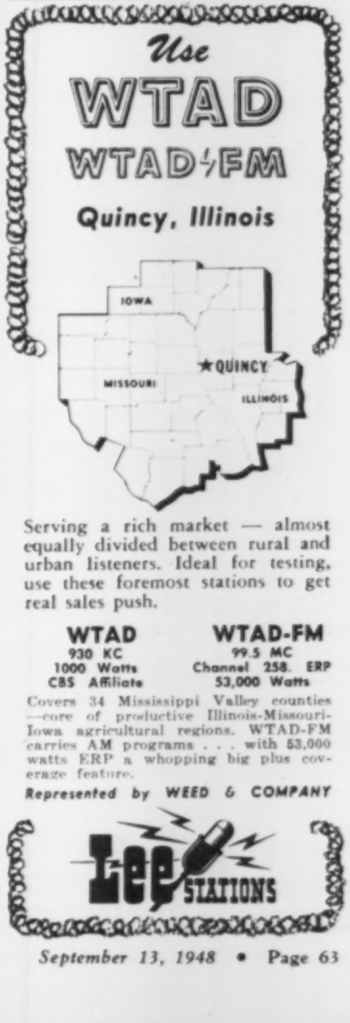
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1000 Watts	Channel 258. ERP
CBS Affiliate	53,000 Watts

Covers 34 Mississippi Valley counties—core of productive Illinois-Missouri-Iowa agricultural regions. WTAD-FM carries AM programs . . . with 53,000 watts ERP a whopping big plus coverage feature.

Represented by WEED & COMPANY

Lee STATIONS

New vital link

ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

• With it—your signal from studio to transmitter now rides on air!

With it—your problems of outages due to weather or rugged terrain are solved! Sleet storms, fires or floods can damage studio to transmitter transmission lines or cables—but not micro-wave transmission from G-E S-T broadcast system. There are no transmission lines or cables.

With it—you can select the best site for your station with increased assurance of reliable program service!

The new General Electric S-T Link equipment is easily installed and occupies remarkably little studio space. A product of the research and engineering skills assembled at Electronics Park, this system is another General Electric contribution to better broadcasting.

Broadcasters, station managers and engineers will want all the facts.

Your nearest G-E office can give them to you. Call there, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.*

Limiting Amplifier designed by General Electric for efficiency plus. Like all G-E audio equipment, it fits into standard cabinet rack.

G-E two-studio Consolette contains all controls needed for split-second control of two studios, an announce booth, two turntables, eight remote lines.

S-T TRANSMITTER

- Conservatively rated 10 watts output. Continuously adjust-able 1 to 10 watts, for maximum tube life.
- Remarkably easy installation.
- Single unit. Entire transmitter is complete within its cabinet. All maintenance done under comfortable indoor conditions.
- Low power consumption: 675 watts total input.
- Can be tuned and adjusted without special test equipment
- Instant accessibility. All meter and tuning controls immedi-ately at hand when front doors are open.
- Rear doors interlocked for maximum safety to personnel.
- Simple and easy to change tubes.
- Full overload protection with automatic reclosure in case momentary power supply failure.
- External pre-emphasis unit for cabinet rack mounting.

WHAT THE SYSTEM DOES FOR YOU . . .

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Uses standard type "N" RF fittings throughout.
- Provides high fidelity performance:
  - —Less than 1% distortion from 50 to 15,000 cycles.
  - —Noise level better than 65 db.
  - —Frequency response well within ± 1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.

XUM

for dependable broadcasting

S-T RECEIVER

- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt (for specified system performance).
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 19-inch cabinet rack.
- All tuning adjustments are made from the front.

10-KW FM Transmitter. A famous member of a famous family. Skillfully engineered and sturdily built—a dependable unit that has helped to bring continuing FM leadership to General Electric.

Circular FM Antenna—provides high power gain with low wind loading. This strong "Doughnut" antenna is available in 1, 2, 4, 6 and 8 bay models.

S-T ANTENNAS

- 40-inch reinforced aluminum paraboloid, with dipole feed.
- Power gain each antenna 15.3 db over standard dipole. Total gain 30.6 db.
- Low standing-wave ratio over full frequency range (920-960 MC) without adjustment.
- Two-clamp mounting construction permits firm attachment to single structural member or pole.
- Easy to install and aim.
- Fully protected from adverse effects of icing.
- Designed for 100 m.p.h. wind loading.

ATLANTA 3, GA.
187 Spring Street
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
LD 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9745

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square
Superior 6822

LOS ANGELES 14, CALIF.
Suite 1300-1301
Security Title Insurance Bldg.
530 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2211

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806 15th Street N. W.
Executive 3600

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For fast service call G. E.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-G1E-6914

Six FM Deletions Announced by FCC

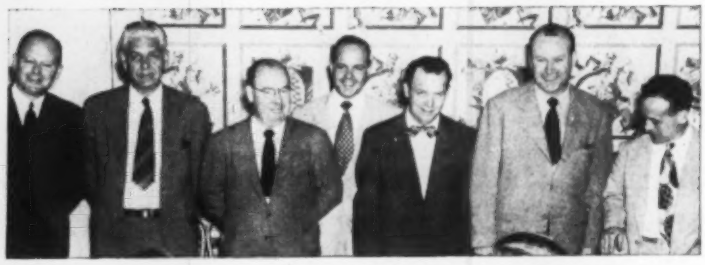
CONSTRUCTION PERMITS for six FM stations were deleted last week by FCC at the request of the station owners. In five of the six cases, television interests were indicated to be a motivating factor. None of the stations deleted were yet on the air.

KNOW-FM Austin, WACO-FM Waco, KTSN Fort Worth and KABC-FM San Antonio were deleted by the Commission upon request of Gene L. Cagle, president, in order that funds and efforts might be directed to television stations being planned by Texas State Network, of which Mr. Cagle also is president and with which outlets are affiliated. No details on the video proposals were given. KTSN was FM adjunct of KFJZ Fort Worth, of which Mr. Cagle also is general manager.

KTML Los Angeles was cancelled by FCC upon request of the Los Angeles *Times-Mirror*. Paper earlier had sought to have the FM assignment reserved until it determined how FM would fit into operation of video station KTTV there. CBS proposes to acquire 49% interest in KTTV. FCC answered the FM status quo request with order to put KTML into operation or relinquish facility [BROADCASTING, July 26].

The Record-Herald Co., Wausau, Wis., turned in its permit for WRAI there because of construction difficulties. Station told FCC it could not proceed since city had passed an ordinance controlling erection of antennas and heights thereof within three miles of local airports, whether or not in city limits.

DUNNINGER-PAUL WINCHELL half hour video show originally scheduled to begin on Oct. 7 will delay the initial broadcast one week to Oct. 14. Show is sponsored by Bigelow-Sandford Carpet Co., and will be televised on the NBC East Coast network, Thursdays, 9:30-10 p.m. Agency is Young & Rubicam, New York.



TO HELP perfect telecasts of Boston Red Sox and Braves' games, carried on alternating schedules by WBZ-TV and WNAC-TV, both Boston, and sponsored by Atlantic Refining Co. and Narragansett Brewing Co., a luncheon meeting was held for entire engineering and production staffs of both stations and sportscasters and sponsor representatives. Some of those attending were (l to r) Tom Hussey, sportscaster; John W. Haley, advertising manager, Narragansett Brewing Co.; Thomas J. McMahon, N. W. Ayer, agency for Atlantic Refining Co.; Bob Martineau, Standish Inc., agency for Narragansett; George W. Steffy, vice president, Yankee Network, WNAC-TV; Jim Britt, sportscaster; Ralph R. Giffen, director sports telecasts, WBZ-TV.

OPERATOR CLASS PLAN IS DROPPED BY FCC

FCC last week dropped its proposal to create three new classes of radio operator licenses, after revising the examinations for both the radiotelephone first and second-class operator permits.

The Commission said:

> **On the basis of the entire record in this proceeding, the Commission has concluded that no substantial need or justification exists for the proposed rules, or for any substantial change in the present structure of operator licenses for the broadcast service, provided that the qualifying examinations for the licenses are kept up to date in relation to developments in the broadcast radio art through appropriate periodic revisions in the qualifying examinations which underlie the license system.**

The Commission's proposal, portions of which were strongly opposed by union spokesmen as being "degrading," had been to set up a "broadcast engineer-operator license," which would be top-ranking; a "broadcast technician-operator license," which would be second in rank, and a "limited broadcast-operator license," third-ranking [BROADCASTING, Aug. 4, 1947; March 29]. The plan had NAB support.

During the hearing last May, which produced widely divergent views [BROADCASTING, May 17], Clifford Gorsuch, national representative of the National Assn. of Broadcast Engineers & Technicians (NABET), advanced the suggestion that the entire problem be solved merely by bringing requirements for the present first-class license into line with developments in the radio art.

Announcing dismissal of its plan to change the system, the Commission noted that "some time ago" it had started a "systematic revision" of operator license examinations, that work has now been completed with regard to both the first and second-class permits, and that these revised examinations have been placed into effect.

J. V. BALDWIN Co., Los Angeles (Chevrolet dealer), Sept. 20 starts 52 week sponsorship of Nelson Pringle news commentaries on KNX Hollywood. Agency: Campbell-Ewald Co., Los Angeles.

NOSEY!

Duluth, Minn.—"O. K., so I'm two-faced," sneers Otto Mattick as he whizzes along on his multidisk super-snooter. "But I gotta be sure I don't miss anything in this booming Duluth-Superior Metropolitan District."

Lucky boy, Otto. He really needs four eyes to keep up with all the activity in the Duluth-Superior market . . . with effective buying income up 27.6% and retail sales soaring 83.2% since 1945, this wealthy market is really buzzing. And the one sure way to reap your harvest from this flourishing market is to send your sales message over KDAL, the radio station preferred by a large and loyal listening audience.

Contact Avery-Knodel. Then make your advertising dollars s-t-r-e-t-c-h by using KDAL.

3 AM, 2 FM Sales Approved by FCC

Outlets in Illinois, Mississippi And Pennsylvania Involved

SALES of three AM stations and two FM outlets were approved last week by FCC. Considerations totaled $108,700.

Transactions included assignment of WHAB and WHAB-FM Stroudsburg, Pa., to owners of competing station WVPO there for $75,000; acquisition of control of WMIX and WMIX-FM Mt. Vernon, Ill., by John R. and Ruth R. Mitchell through purchase by Mrs. Mitchell of 28.27% interest held by L. F. Tomlinson for $21,200, and assignment of license of WKOZ Kosciusko, Miss., to Cy N. Bahakel through purchase for $12,500 of 50% interest held by James W. Arendale Sr. Mr. Bahakel becomes sole owner.

In the Stroudsburg case, Harold B. and Anne L. Newman, doing business as Pocono Broadcasting Co., sell WHAB and WHAB-FM to Pocono Broadcasting Co. Inc., new firm composed of owners of the Stroudsburg *Daily Record* and its AM outlet, WVPO, not yet on the air. Both parties consented to the transaction after conversations on the problem of the town supporting two standard stations. Comrs. Paul A. Walker and Rosel H. Hyde voted for hearing in the transfer.

The new owners, who are expected to drop their authorization for WVPO, include the following: James H. Ottaway, owner of the *Daily Record*, president and 42.86%; Ruth B. Ottaway, vice president 42.86%; Byron E. French, vice president of the *Record* and the *Oneonta* (N.Y.) *Star*, vice president 4.76%; Eugene J. Brown, general manager and treasurer of the *Star* and treasurer of the *Record*, secretary 4.76%; Merle C. Ostrom, general manager of the *Record*, treasurer 4.76%. WHAB is assigned 250 w daytime on 840 kc.

In the WMIX transfer, Mrs. Mitchell buys 212 of the 262 shares held by Mr. Tomlinson, and with the 34.13% holding of her husband, Mr. and Mrs. Mitchell become 62.4% owners of the station. Mr. Tomlinson retains 6.6% interest. WMIX is assigned 1 kw day on 940 kc.

WKOZ, which had been operated by Messrs. Bahakel and Arendale as co-partnership, operates on 1340 kc with 250 w fulltime.

GORDON HELLMAN former WITH account executive, has joined the ABC sales presentation department as a writer.

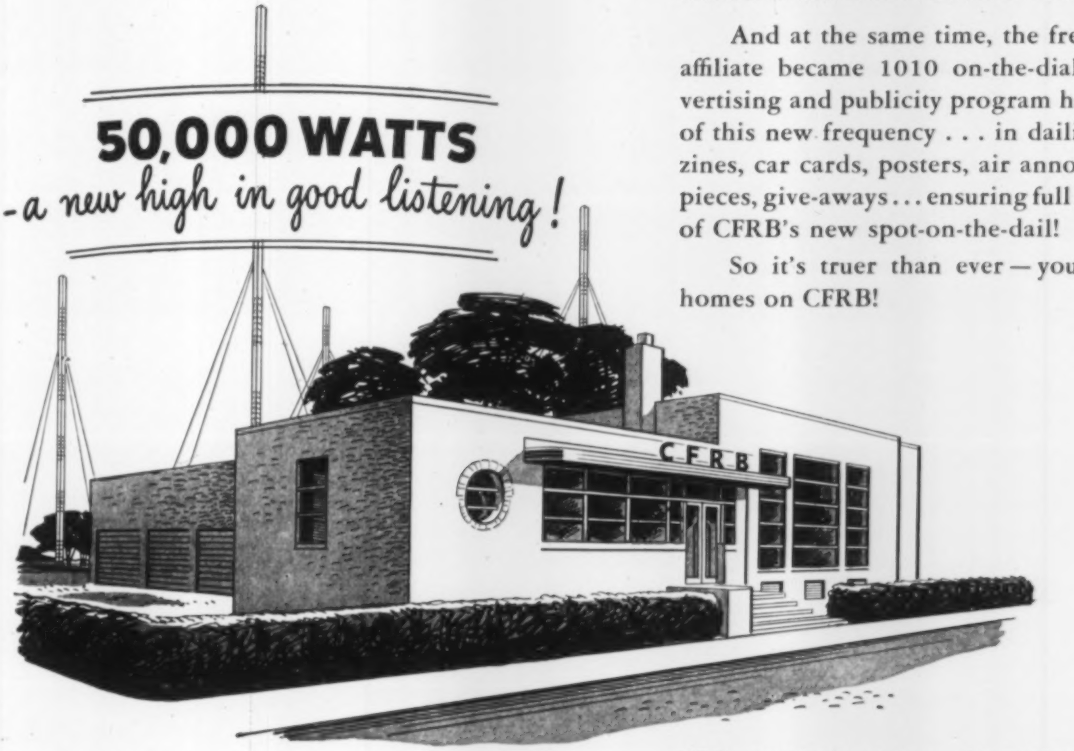
WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J P McKINNEY & SON

CFRB BECOMES MOST POWERFUL INDEPENDENTLY-OWNED RADIO STATION IN THE BRITISH COMMONWEALTH!

On September first, Radio Station CFRB, Toronto, switched over to a completely new 50,000-watt transmitter . . . and became the most powerful independently-owned station in the British Commonwealth!

And at the same time, the frequency of this CBS affiliate became 1010 on-the-dial. CFRB's huge advertising and publicity program has shouted the news of this new frequency . . . in dailies, weeklies, magazines, car cards, posters, air announcements, mailing pieces, give-aways . . . ensuring full listener-recognition of CFRB's new spot-on-the-dail!

So it's truer than ever — you reach *more* radio homes on CFRB!


50,000 WATTS
-a new high in good listening!
CFRB

CFRB's new 50,000-watt transmitter at Clarkson, Ontario

CFRB

still your No. 1 buy in Canada's No. 1 market!

1010 *ON YOUR DIAL*

REPRESENTATIVES:

UNITED STATES: Adam J. Young Jr. Incorporated
CANADA: All-Canada Radio Facilities Limited

Per Inquiries

(Continued from page 25)

excellent cooperation in this and in past projects."

Stations invite listeners to write for a copy of contest rules. The letter to stations continues: "In return for your cooperation, we will offer you six Stardust bras which you can use in any contest you wish now or in the future, as well as one bra for yourself. Please remember that these bras are not to be used in the contest mentioned above. They are to be used as prizes in any way you see fit. The contest, we repeat, involves no commercial mention of any product or company. But it does offer a golden opportunity for you to give your listeners the chance to win $5,000. Who knows, the grand prize winner may be among those who dial your programs?"

Leonard M. Sive & Assoc., Cincinnati, has notified stations of a fund raising campaign "for a nationally recognized, non-sectarian, charitable foundation" in which $30,000 in prizes are planned. No commercial product or sponsor will be associated in any way with the contest, it is stated. A reasonable per inquiry payment will be made, the agency's announcement says.

Southeastern Products Co., Raleigh, N. C., offers a pest exterminator and an assortment of neckties for per inquiry scheduling, with 10% paid the station for every order.

Deep South Trading Co., Montgomery, Ala., asks stations to state their per inquiry policies, planning to cover a larger list of stations this autumn.

Pain-Chek Co., Newark, N. J., offers 50c per bottle to stations for its $2 item and $1.25 for the $5 economy size, and provides the transcription.

R. J. Vallier & Son, Harrisburg, Ill., asks stations to state their per-sale rate for its $5 Indio Tonic.

Vitamins Build Income

Vitamin House, Birmingham, Ala., offers stations 25% commission for $200 or more monthly; 33⅓% for $300-$500; 40% over $500 in sales. The company markets Calsadol in $2 and $9 sizes.

Henry J. Kaufman & Assoc. is conducting a campaign for Ritz Camera Centers, Baltimore, which offer, for 35c, postcard size pictures for all exposures in an 8-exposure roll film. For each order received, even if it includes only one roll of film, the station receives 30c and the agency says it will not deduct the usual 15% commission.

Harry J. Lazarus & Co., Chicago, informs stations a client marketing a scientific luminous fishing lure is interested in placing a $1 and $2 mail order P. I. deal.

Southwest Distributing Co., Oklahoma City, has P. I. offers covering razor blades (45c for a $1.50 order); sun glasses ($1.10 allowance for a $3.29 pair); alarm clock ($1.20 per order for $3.49 clock); plastic tablecloth (75c for $1.49 item); nylon hose ($1.45 per three-pair box selling for $5.95, 15 denier 51 gauge hose); leather zipper loose leaf binders (95c per $2.98 order); ball pen and cigarette lighter (75c for $1.49 order); plastic cookie set (25c for 90c order). Agency commission is deducted by J. F. Gelders Co., the offer states.

Storm Advertising, Rochester, N. Y., earlier in the summer bought time "at card rate" with stations guaranteeing "to make this pay out at $1.40 per seat cover to the station."

Signature Contest

Southern Pen Deal Co., in a letter signed by Ganus C. Scarborough and mimeographed on stationery of WKAX Birmingham, offered a Newlock-Goldtop Ball Point Pen for $1 with promise that a new Frazer car will be given away "for each 10,000 pens shipped until 100 cars have been given away and the first million pens sold." Cars are awarded to those who buy a pen and enclose a piece of paper with signature. Winners are picked on the basis "of the neatest, oddest, most average and worst signature." Stations get 20c for each pen sold. Contest was slated to close in late July.

Another hosiery offer was made by Gulf Coast Hosiery & Textile Co., Columbus, Ga., which observes, "No doubt you have many offers on P. I. deals, and file most of them in your waste basket, but before you *file this one*, please consider it because it will pay off for you." Nylon hose are offered for $1 a pair, with choice of size and gauge in orders for two or three pairs. Stations get 25c per pair. D. H. Randolph, over whose signature the offer is made, closes this way: "In the near future we hope to have a bang up deal on piece goods, remnants, etc. The undersigned will call on you personally in the near future."

Delano & Rice, Detroit, made a P. I. offer with compensation based on replies for a $1 refrigerator deodorant (two units). "Following the initial period, we would be prepared to discuss a regular contract," the offer specified.

Magazine Offer

Trailer Coach Assn. of Calif., Los Angeles, offered a P. I. deal in connection with a circulation drive for its magazine, *Western Trailer Life*, with stations keeping 50% of subscription money.

International Adv. Agency, San Antonio, developed a P. I. offer for United Life Insurance Co., writing family policies costing $1 a month, paying up to $4,000 and including a $300 polio benefit. Stations are offered $1 per inquiry minus 15% agency commission.

An early summer offer was that of Pres-a-Lite Sales Corp., New York, marketing a device that dispenses a lighted cigarette from auto dashboards. It sells for $6.95 with stations keeping $3.50.

Universal Adv. Agency, Hollywood, is promoting Car-O-Line, a device used to carry a fish hook and line to any part of a stream or lake without casting. It sells for $2.95, with $1 for the station. "From past experience in mail order sales we have found that best results are obtained by running a minimum of three spots daily," according to Dale F. Darr, agency president.

Many Plastic Items

Long list of plastic household items sold by Margy Plastics for $1 is handled by Radio Service Features, St. Louis, a division of Robert Lurie Inc. Priced in $1 units, the firm says "a maximum allowance of 40% of returns can be made for the cost of time and agency . . . Incidentally, you might be interested to know that a number of stations are handling our products on a per inquiry basis, with 40% less agency commission being allowed to the station."

Fifty cents on the dollar is offered by Leather-New Products, Kansas City, selling a $1 item and sending along a half-pint sample.

Cox Advertising, Columbia, S. C., is agency for Black's Poultry Co. which sells surplus chicks through Southeastern and Southwestern regional stations at $5.95 for 100 chicks out of which the station gets 50c.

This is one of the lowest returns offered on a P. I. offer.

Drug Products

Gregory & House, Cleveland agency, is placing P. I. time fo Midwest Chemical Developmen Corp., marketing Lyn and Suma drug products. The station gets $1 for each $3 sale.

Alamance Broadcasting Co Burington, N. C. (WBBB an WBBB-FM), sends stations transcription to promote record ings of Glen Thompson and Hi Dixie Playboys.

The letter, signed by Gle Thompson, says: "There has bee a demand for his records in th music stores, but being essentiall a radio man, Glen would rathe offer them through the radio sta tions, and give them a chance t make some money out of the de too." The letter adds, "Glen wi immediately forward you a chec for 30c for each inquiry," and co cludes, "As you can see, this certainly a painless approach this type of advertising."

LET FORJOE
Prove
WMIN SELLS
MINNESOTA'S BETTER HALF
AT
LOWEST COST!
$
$

All Forjoe asks is the opportunity to prove WMIN's effectiveness in the Metropolitan Minneapolis-Saint Paul Market. That's where nearly half of Minnesota's retail sales are concentrated. You've nothing to lose, everything to gain by giving Forjoe the chance to tell you the WMIN story. Ask about it today, and about high-power FM "plus" coverage at no cost.

WMIN ST. PAUL • MINNEAPOLIS
REPRESENTED BY FORJOE & COMPANY

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized leading Radio School in America offers its specially trained Radio and Television technicians to the Broadcast Industry. **(Our graduates have 1st Class Telephone License.)**

We solicit your inquiry.
Address: Placement Manager.
RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

★

By every measurement

WTIC

dominates the prosperous

Southern New England

Market

★

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTIC's 50,000 watts represented nationally by Weed & Co.

How to compile, evaluate and write radio news

Here's sound guidance offered by WILLIAM F. BROOKS, Vice President in Charge of News, NBC. Every page of his new book is crowded with first hand material based on actual experience. It discusses:

● Straight Radio News ● Feature Stories ● Women's News ● Sportswriting for Radio ● Commentary ● Interviews on the Air ● Special Events

You'll find the professional hints, tips and suggestions that can make YOU a successful radio news writer packed into this book. It's designed to take you inside studio doors and allow you to sit at the desk of the working professional. Here are the short cuts gained from years of experience in a radio news room, every word of it backed by the author's position and background.

RADIO NEWS WRITING

$2.75.

Circle No. 1 in coupon below.

Radio News

The "creative" side of television

If you're already in television, or thinking of getting into it, this book will show you HOW and WHERE your talents may best serve you in handling the "creative" phase of television production . . . writing—studio direction—producton of variety and dramatic programs—the details of stage settings.

The author, JOHN F. ROYAL, is NBC Vice-Pres. in charge of Television. Every chapter in the book has been written by an expert in the field who has "lived" with television since its infancy.

Big rewards for able men!

TELEVISION PRODUCTION PROBLEMS

$2.50

Circle No. 2 in coupon below

Television from A to Z!

The author of this book, LOUIS A. SPOSA, is Director of Commercial Operations, WABD, New York. He's written a manual to provide you with a complete reference background on every detail of television broadcasting. It puts at your fingertips the mastery of such problems as limitations of the television camera, artists' make-up, costuming, scripts adaptable to television, trick title effects, etc. It covers every type of telecast program . . . fashions and news, politics and opera, drama and comedy, sports, movies, interviews, features.

TELEVISION PRIMER OF PRODUCTION AND DIRECTION

$3.50

Circle No. 3 in coupon below

How YOU can get ahead in TELEVISION

A hard-hitting manual for anyone seeking a better job in television—no longer the exciting profession of tomorrow, but the opportunity of TODAY! Here's priceless inside information on:

—what training and experience is necessary in order to break into television
—how to start as an actor in television
—who will buy your scripts
—how to sell television a short story, play, or radio script
—how a television sound director, cameraman, or technician gets his training . . . and hundreds of other items to help YOU get ahead.

EXAMINE THESE BOOKS 10 DAYS FREE

GETTING A JOB IN TELEVISION

John Southwell

$2.00.

Circle No. 4 in coupon below

McGRAW-HILL BOOK CO.,
330 W. 42 St., N.Y.C. 18

Send me the books corresponding to the numbers encircled below for 10 days' examination on approval. In 10 days I will remit the price of the books I wish to keep plus a few cents postage, and return unwanted books to you postpaid. (Postage paid on cash orders.)

1 2 3 4

Name ....
Address ....
City and State .... Zone No. .....
Company ....
Position Bdc-9-13

Station Management

(*Continued from page 30*)

social movement.

"Collective bargaining must be recognized as a way of economic life. You must apply to it the same skillful handling, planning, and research that you give to programming, financing, and sales promotion. Employe-employer relations are day-to-day affairs and are not limited to the act of negotiating contracts even though this may be the dramatic highlight. If you develop harmonious working relations with the union and with your employes the annual negotiations should be made easier.

Legal Advice Imperative

"In labor relations, as in copyright matters, competent legal counsel is not only valuable but indispensible. The cost of good legal advice is not an expense but an investment."

The "Program Department" chapter is chock full of advice on good programming. Mr. Reinsch believes that "the cornerstone of program department operation—in fact of the entire station—should be a well-defined station policy. Make sure that each member of the staff knows the station policy. Give new members of the organization a copy of the station policy . . . [also] know the preferences of your listeners . . . You will soon find that maintaining the same program on the air at the same time of day, week after week, will build an audience."

"Many stations build an audience with giveaway air shows. It took theaters years to learn that free dishes and bank nights, in the long run, were not a substitute for good pictures. Do not build your program ratings on the shallow sands of giveaways. Do not get into a Santa Claus competition with other stations in your area."

He further advises: "Originate your own program ideas in using local color and local personalities. Anticipate your community needs. Anyone can built good programs with brains and money. Build your programs with brains. Pay *all* talent something, however, including government personnel whose broadcasts—such as market reports and weather reports—fall in the line of duty"

He also suggests that executives listen not only to their own station's broadcasts, but also to the competition, local and network. "One of the weaknesses of radio executives is that they do too much executing and not enough listening," he admonishes.

Of "Agricultural Programs" Mr. Reinsch has this to say in particular: "To render a proper service, your farm schedule needs to be assayed by a trained individual . . ."

Farm Recording

Radio Station Management also suggests that most of the best farm programs—the testimonial type—are secured on the farm, with the aid of a wire or tape recorder. He points out the wealth of farm material available from the Dept. of Agriculture and its bureaus, and, of course, the Weather Bureau.

Mr. Reinsch regrets the fact in the field of education "Radio, as a medium with a tremendous social impact, is an instrument feared, maligned, and not used to its fullest advantage." Schools should be made more radio-conscious and less "book centered," he says. In addition, he states, radio stations should become more conscious of education, and should work with the educators as much as possible, especially in the training of radio executives of tomorrow.

The book states arguments on both sides of the question of whether or not religious time should be sold, and warns that sold or not, the religious program should be carefully prepared.

"Although it is necessary for you to know the FCC regulations, in no area is it more important than in political broadcasts," is his opening for that highly controversial issue of "Political Programs." After defining the difficulties entailed in handling politics on the air, he advises a closer liaison with politicians—local and national—and also with the FCC to "learn at first hand some of its problems."

Radio Station Management carries through the idea in "Sports Programs" as in all others, that you know your audiences preferences and cater to them.

There follows a discussion of children's programs, women's programs, musical programs, dramatic programs and transcriptions, and other facets of programming, including public service broadcasts.

News Departments

Chapter VII on the "News Department" goes into the various legal aspects of news broadcasting, such as defamation, censorship, etc., and also personnel and the news services available.

"There is no substitute for experience in the news room," Mr. Reinsch holds. "If necessary, teach the newswise employee radio, but do not take on the burden of teaching news to an experienced radio man." He is also a firm believer in the fact that "every member of your staff who may appear before the microphone have a good news background," or at least be cognizant of current events.

Mr. Reinsch quotes at some length from the recommendations of the Radio News Committee of the NAB, approved by the board in February 1945.

Engineering requirements are thoroughly investigated in Chapter VIII, "Engineering Department," with the two divisions, studio and transmitter. "Encourage your engineers to keep abreast of developments in broadcasting," Mr. Reinsch says. "Send them to the RCA factory in Camden and the GE factory in Schenectady and other radio equipment factories. Have them visit the network studios and attend engineering conferences. You will get a return on these expenditures far in excess of the amount required."

Sales Department

"Sales Department," Chapter IX, leads off with: "Better programs make listeners; listeners are circulation; circulation makes for effective advertising; effective advertising means increased revenue; and increased revenue makes possible better programs. This cycle is the American system of broadcasting."

Thereafter the book explains local and national business as terms and rate cards, as well as the commercial manager's position and importance, sales staff and their salaries, national representatives, etc.

"The cornerstone of your commercial operation is the availability chart, which quickly indicates all time immediately available fo sale and also the expiration dates of commercials on the air." A typical chart is illustrated.

"Remember always," concludes the intensive discussion of sales "that the sale of a segment of tim on the station is not the end bu the beginning of the salesman' obligation to the audience."

A well-illustrated chapter o "Accounting and Traffic Depar ments" points out the importanc

(*Continued on page 72*)

When It's **BMI** *It's Yours*

Another BMI "Pin UP" Hit—Published by Mellin

HAIR OF GOLD, EYES OF BLUE

On Records: Gordon MacRae—Cap. 15178; Art Lund—MGM 10258; Jack Emerson—Metrotone 2018; John Laurenz—Mer. 5172; Harmonicats—Universal 121; Jack Lathrop—Vic. 20-3109; Jim Smith—Varsity 109; B. Tyler—Cont. 1244; Bob Eberly—Dec. 24491.

On Transcriptions: Monica Lewis—World.

BMI

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NEW YORK • CHICAGO • HOLLYWOOD
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NEW YORK 19, N. Y.

Ready to serve you!

...these two famous microphones

Western Electric

Immediate delivery!

639 TYPE CARDIOIDS

639A with three pick-up patterns and 639B with six are ready to be shipped to you without delay. A complete line of accessories is also in stock. To order, just call or write your nearest Graybar office.

633A SALT SHAKER

Long a favorite for quality and ruggedness, its small size makes it ideal for remote pick-ups. Non-directional, the 633A is quickly made semi-directional by slipping on the 8B baffle. Order from Graybar.

Immediate delivery!

Don't throw out damaged mikes!

. . . at least not if they're 639 types or 633A's. Graybar's revolving stock plan provides for prompt replacement of damaged mikes by factory-rebuilt Cardioids and Salt Shakers. Consult your nearest Graybar office.

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GraybaR
OFFICES IN 100 PRINCIPAL CITIES

Western Electric

—QUALITY COUNTS—

DISTRIBUTORS: IN THE U. S. A.
—Graybar Electric Company. IN
CANADA AND NEWFOUNDLAND
—Northern Electric Company, Ltd.

WHUM

READING, PA.

THE 69TH

U. S. METROPOLITAN DISTRICT

is now affiliated with the

Columbia Broadcasting System

REPRESENTED NATIONALLY BY

WEED & CO.

Station Management

(Continued from page 70)

of keeping these functions running smoothly and accurately, and well coordinated with the rest of the station operation. General expenditures are also explored.

Some of the suggestions on "How to Train Your Staff" include: Organize employe-management committee; provide trade journals and books; recognize the importance of an organization chart, and see that a brief biography of everyone in the station is available and that a history of the station is also provided.

In "How to Promote Your Circulation," Chapter XII, the book defines the methods of going after listeners, citing network and local station promotion examples—good and bad. "Do not plan on a few short-lived spectacular stunts to increase listening. Depend instead on a consistent program of many little projects, and you will build a substantial circulation."

The duties of fulfilling community responsibility entail among other things, Mr. Reinsch says in Chapter XIII, developing outside projects, providing club speakers, knowing the members of your government, being active in industry affairs. "Do not wait for someone else to promote community welfare. Take the lead and follow through . . . "

Chapter XIV tells "How to Prepare Renewal and Annual Reports."

And the concluding chapter, "How About the Future?" is a brief, but significant one.

"A new generation will face the challenge of the future inspired by the achievements of today's broadcasters. With flexible minds and the courage to try the new and to venture into the unknown, th broadcasters of tomorrow wil bring to our people the greater advancements in all fields—education, music, current events, entertainment—yes, even an insight into what is necessary to achieve world peace.

"Our future in broadcasting is a world with horizons unlimited."

Nielsen Radio Index Top Programs

REPORT WEEK, AUG. 1-7, 1948

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-Wk., 15-60 Min.; Type E-5: Evening, 2 to 5-a-Wk., 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-5: Day, 2 to 5-a-Wk. 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	2	Crime Photographer	14.2	+2.1	1	2	Crime Photographer	11.2	+1.3
	2	9	Mr. Keen	13.4	+2.6	2	4	Mr. District Attorney	10.7	+1.6
	3	4	This is Your FBI	13.3	+1.7	3	7	Suspense	10.6	+2.4
	4	8	Suspense	13.2	+2.4	4	3	This is Your FBI	10.3	+1.0
	5	10	Adv. Sam Spade	12.9	+2.1	5	11	Adv. Sam Spade	9.7	+2.1
	6	3	Mr. District Attorney	12.6	+0.9	6	6	The "Fat Man"	9.6	+1.2
	7	12	Hallmark Playhouse	12.4	+1.8	7	5	Stop Music (4th Qtr.)	9.5	+0.8
	8	16	Philip Morris Night	12.2	+2.2	8	NR	Dr. Christian	9.3	+4.5
	9	NR	Dr. Christian	12.0	+4.5	9	15	Philip Morris Night	9.2	+2.2
	10	14	Take It or Leave It	11.8	+1.4	10	14	Take It or Leave It	9.1	+2.1
	11	NR	Blondie	11.8	+2.9	11	9	Mr. Keen	9.0	+1.1
	12	7	The "Fat Man"	11.7	+0.4	12	10	Hallmark Playhouse	8.7	+0.8
	13	6	Break the Bank	11.7	+0.3	13	8	Break the Bank	8.7	+0.6
	14	15	Big Story	11.7	+1.5	14	17	Big Story	8.6	+1.7
	15	1	Jergens Sum. Journal	11.6	−2.6	15	1	Jergens Sum. Journal	8.6	−3.8
	16	19	Man Called "X"	11.6	+1.9	16	16	Blondie	8.5	+1.5
	17	11	Stop Music (4th Qtr.)	11.3	+0.7	17	18	Man Called "X"	8.3	+1.4
	18	NR	Mr. & Mrs. North	11.3	+2.0	18	13	Mystery Theater	8.3	+1.0
	19	NR	County Fair	11.1	+3.1	19	NR	Adv. Thin Man	7.4	+1.6
	20	NR	Tex and Jinx	11.1	+2.7	20	NR	Call the Police	7.3	+2.0
E-5	1	1	Lone Ranger	9.9	+2.2	1	1	Lone Ranger	7.3	+1.5
	2	3	Supper Club	7.0	+0.6	2	3	Supper Club	5.7	+0.6
	3	—	Edward R. Murrow	6.0	—	3	NR	News of the World	4.6	0.0
D-5	1	1	When Girl Marries	10.8	+1.5	1	2	When Girl Marries	9.5	+1.3
	2	2	Backstage Wife	10.2	+1.1	2	1	Backstage Wife	9.2	+0.9
	3	3	Right to Happiness	9.9	+1.1	3	3	Right to Happiness	9.0	+1.2
	4	5	Young Widder Brown	9.9	+1.3	4	5	Young Widder Brown	8.7	+1.2
	5	4	Stella Dallas	9.8	+1.2	5	4	Stella Dallas	8.7	+0.9
	6	6	Portia Faces Life	9.6	+1.1	6	6	Portia Faces Life	8.4	+1.0
	7	10	Pepper Young	9.4	+1.3	7	9	Pepper Young	8.3	+1.2
	8	13	Lorenzo Jones	8.7	+1.1	8	12	Lorenzo Jones	7.5	+1.0
	9	7	Our Gal, Sunday	8.5	+0.2	9	7	Our Gal, Sunday	7.4	+0.3
	10	NR	Ma Perkins (NBC)	8.3	+1.6	10	11	Wendy Warren	7.1	+0.6
	11	11	Wendy Warren	8.2	+0.3	11	8	Ma Perkins (CBS)	7.1	0.0
	12	9	Ma Perkins (CBS)	7.9	−0.3	12	NR	Ma Perkins (NBC)	6.9	+1.3
	13	12	Big Sister	7.8	+0.2	13	10	Big Sister	6.9	+0.1
	14	NR	Road of Life	7.8	+0.9	14	13	Rom. Helen Trent	6.7	+0.4
	15	14	Rom. Helen Trent	7.6	+0.3	15	NR	Road of Life	6.6	+0.5
D-1	1	2	Grand Central Station	9.5	+1.9	1	2	Grand Central Station	8.2	+1.7
	2	3	Give and Take	9.2	+1.9	2	4	Give and Take	7.2	+1.9
	3	1	Armstrong Theater	8.5	0.0	3	1	Armstrong Theater	6.9	0.0
	4	NR	What Makes You Tick	8.2	+1.7	4	3	True Detective Myst.	6.7	+1.2
	5	4	True Detective Myst.	8.1	+1.3	5	5	Adv. Archie Andrews	6.4	+1.2

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.

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Start, stop, start again from crown; push button returns to zero. 7-jewel non-magnetic movement. Nickel chrome case.
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551 FIFTH AVENUE, NEW YORK 17, N. Y.

Record Baseball Crowds Are Attributed to Video

TELEVISION is responsible for the all-time attendance record during 77 home-game season of the Milwaukee Brewers, Lou Perini, Brewers owner and president of the Boston Braves, said Friday as he noted an increased gate of 63,189 persons over last year.

WTMJ-TV, *Milwaukee Journal* station, televised all 77 games.

Mr. Perini and Jake Flowers, Brewers president, agreed on a recent telecast that video will "create many new fans, especially women," and that it gives "just enough interest to excited fans so they come to the park and see the real thing."

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☐ Please send me your descriptive booklet
☐ Include sample transcription

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The complete TRYLON LADDER TOWER "package" appeals to engineers and station owners alike. One contract with one supplier at an agreed price is good business. Centralized responsibility for engineering design, fabrication, *and* installation is your best guarantee of satisfactory operation.

Why not get the complete story on the "complete package"? Write to: Tower and Antenna Division, Wind Turbine Company, West Chester, Pa.

TRYLON LADDER ▽ TOWERS

TV Faces Crisis

(*Continued from page 21*)

and proposed television allocations, which are in general supported by studies made by the Commission's Bureau of Engineering, the Commission is considering the question of revising its television allocation standards to incorporate the effects of tropospheric propagation."

Commission authorities concede freely that if a safety factor is added to the standards as protection against tropospheric effects, a city-by-city review of allocations will have to be undertaken, with changes made to insure that appropriate distances separate co-channel and adjacent-channel availabilities, respectively.

It is equally obvious, they agree, that separations cannot be increased without reducing the total number of stations.

Aside from limiting the station potential in many cities which now have channels open, this would pose the problem of what to do with outstanding grants that might be "lost" in cases where channels already assigned would have to be eliminated.

Riverside Comparison

The only comparable current situation involves KPRO Riverside, Calif., which won a grant for Channel 1 before that channel was reallocated to non-broadcast services. KPRO currently is applying for Channel 13, which is assigned to KLAC-TV Los Angeles.

Comr. George E. Sterling, former chief engineer of the Commission, spent much of his vacation last month observing tropospheric effects on Boston television operations from his vacation site at Peaks Island, Me., a distance of about 85 miles. He found reception of the Boston stations possible, but subject to the vagaries of tropospheric propagation and consequently ranging from good to fair to non-existent.

The conference starting today, with Chairman Wayne Coy presiding and all or some of the other Commissioners taking part, will open with a brief review of the tropospheric problem by Edward W. Allen Jr., chief of the Engineering Bureau's Technical Information Division.

But the conference will deal more with overall policy matters than with technical details.

Specifically, these are the questions: (1) Whether the standards and rules should be revised before FCC hands down its decision on the reallocation of channels and on the U.S.-Canadian border agreement; (2) what policy should be followed with respect to pending applications if the standards are to be revised; (3) what procedures should be followed in order to revise the standards on the basis of the best data available.

Those who have indicated they will participate in the conference include the following:

George P. Adair, consulting engineer and former FCC chief engineer, appearing for himself; RCA and NBC; Paul Raibourn, president, Paramount Television Productions; E. K. Jett, former FCC member, now vice president in charge of radio for the Baltimore Sunpapers; ABC, represented by Joseph A. McDonald, vice president, secretary and general attorney; Allen B. DuMont Labs, by Research Director Thomas T. Goldsmith; Cowles Broadcasting Co., by T. A. M. Craven, former FCC member, now Cowles vice president in charge of engineering; CBS, by William B. Lodge, director of general engineering; Warner Brothers; WHAS Louisville, by Orrin W. Towner, technical director; WBEN Buffalo, WAGE Syracuse, WAIM Anderson, S. C., and WRAK Williamsport, Pa., which will be represented by one or more engineering consultants; and the following group of 25 stations:

KOB Albuquerque; KERO Bakersfield, Calif.; California Inland Broadcasting Co., grantee for Fresno, Calif.; WTOL Toledo, Ohio; WENY Elmira, N. Y.; WLOL Minneapolis; WIRE Indianapolis; WAYS Charlotte, N. C.; WIND Chicago; KFEQ St. Joseph, Mo.; KLZ Denver; WTAD Quincy, Ill.; WMGW Meadville, Pa.; Mississippi Valley Broadcasting Co., New Orleans; KSO Des Moines; KXOA Sacramento; WTTM Trenton; KUTA Salt Lake City; WLAV Grand Rapids; WARC Rochester, N. Y.; WCAU Philadelphia; WEEK Peoria, Ill.; WJW Cleveland; WKY Oklahoma City; WNAC Boston.

Legal counsel slated to participate include: the Washington law firms of Pierson & Ball for the 25-station group; Hogan & Hartson for Paramount and the Baltimore Sunpapers; Haley, McKenna & Wilkinson for ABC; Segal, Smith & Hennessey for Cowles; Miller & Schroder for WHAS; Cohn & Marks for Warner Brothers, and Spearman & Roberson for WBEN, WAGE, WAIM and WRAK. Julius F. Brauner, CBS secretary and general attorney, and James H. Neu, the network's Washington attorney, will represent Columbia.

Appearances on file for the Sept. 20 high-band hearing (showing also the subject to be discussed and the time required, were given):

FCC—William C. Boese; 30 minutes.

Bureau of Standards—K. A. Norton; propagation; 30 minutes.

Joint Technical Advisory Committee—Donald Finch; 2 hours.

George Lippitt—Comparative coverage, 288 mc and 500 mc; 30 minutes.

Television California — George P. Adair; propagation and use of high band; 1 hour.

TBA—J. R. Poppele, president, and others; all issues specified by FCC for consideration during the hearing.

Allen B. DuMont Labs—T. T. Goldsmith, Research director; all issues.

Philco Television Broadcasting Corp.—David B. Smith, Philco Corp. vice president in charge of engineering; all issues; 15 minutes.

RCA-NBC—C. B. Jolliffe, executive vice president in charge of RCA Labs, and others; all issues; 4 hours.

Westinghouse Electric Corp and Westinghouse Radio Station—Walter Evans, president of WRS, and others including D. R. Shoults, C. C. Nobles, Andrew Ring, Ralph Harmon, H. W. Schafer, Gilbert Larson, and John W. Steen; Stratovision and propagation, equipment, and utilization of high band; 6 hours.

CBS—(witnesses not yet specified).

Cowles Broadcasting Co.—T. A. M. Craven; utilization of high band; 1 hour.

Eitel-McCullough Inc. — Harold E. Sorg, research director; power tubes for high band; 15 minutes.

G. A. Richards Stations—R. Morris Pierce, vice president of WGAR Cleveland, and others; high-band propagation, equipiment, and utilization; 1 hour.

Zenith Radio Corp.—J. E. Brown, assistant vice president; low-band interference, high-band equipment and utilization; 20 minutes.

Paramount Television Productions—Paul Raibourn, president, and Richard Hodgson; all issues; 1 hour.

Sarkes Tarzian (WTTS Bloomington, Ind.)—TV tuner problem.

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Transcribed for Local or Regional Sponsorship—15 minutes, once a week during football season and carrying through Bowl games January 1. Recorded weekly and expressed for Thursday or Friday broadcasting.

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CFRB, CJBC Both Increase to 50 kw

Toronto Gets Two High-Powered Stations in Single Day

SEPT. 1 was red-letter day in Canadian broadcasting, when two new 50-kw stations went on the air at Toronto, CFRB and CJBC. The two stations switched frequencies at the same time, CJBC going to 860 kc, CFRB to 1010 kc. The move also involved a power increase from 5 kw for CJBC and from 10 kw for CFRB.

CJBC, operated by the publicly-owned Canadian Broadcasting Corp., now is on a clear channel, and uses same antenna, vertical radiator, as CBL Toronto, 50 kw on 740 kc. This is said to be the first time two 50-kw stations have used the same radiator. The development took CBC, Western Electric and Northern Electric engineers a year to perfect.

CFRB is now the most powerful independently-owned station in the British Empire. Because it uses a shared channel it had to erect four 250-ft. towers to gain pattern which would be approved. Canadian Bridge Co. towers are used and two new transmitters were installed at the same time at the new transmitter location at Clarkson, west of Toronto. Building was started last spring, and equipment was installed by RCA in a matter of seven weeks instead of the usual six to eight months.

Station went on the air on schedule despite fact that complicated directional antenna tuning was necessary. New 50-kw and new standby 10-kw transmitters were installed late in August, ready for Sept. 1 deadline.

KTLA AND 'DAILY NEWS' SIGN TV AGREEMENT

FIVE-YEAR tieup between KTLA Los Angeles, TV station, and the *Los Angeles Daily News* has been arranged in contracts signed by Klaus Landsberg, West Coast director of Paramount Television Productions, and Robert L. Smith, associate publisher and general manager of the *Daily News*.

The contract calls for joint development and presentation of outstanding news stories, educational features and public service programs. In return for supplying telephotos and pictures by the *Daily News* for KTLA's news roundups, the station will furnish the newspaper with on-the-spot coverage of major events and allow freedom to take photos off the TV screen. The newspaper's feature columnists and feature writers will be made available to the station.

The deal marks the fourth TV-newspaper tieup in Los Angeles, all four newspapers now having video agreements—CBS and *Times*; ABC and *Herald-Express*; Don Lee and *Examiner*.

AT OPENING of new 50-kw CJBC Toronto, agency executives and station officials inspected Northern Electric transmitter which is housed in same room with CBL Toronto's 50-kw transmitter. L to r: Ray Avery, radio director, Ronalds Adv. Agency, Toronto; Bill Byles, radio director, Young & Rubicam, Toronto; E. W. Reynolds, president of agency bearing his name; E. L. Bushnell, CBC program director-general, Toronto; Bob Kesten, manager of CJBC; Horace Stovin, president of H. N. Stovin & Co., station representative firm for CJBC.

DAVE DUNTON (l), chairman of board of governors of Canadian Broadcasting Corp., and Harry Sedgwick, president of CFRB Toronto, were all smiles as new 50-kw CFRB went on the air Sept. 1, same time as CBC's new 50-kw CJBC Toronto moved to CFRB's former frequency.

WISC MADISON BOWS AS ABC AM OUTLET

NEWEST Madison AM outlet, WISC, officially began operations last Wednesday carrying programs of the American Broadcasting Co., and the Arrowhead Network. The station, which is operated by Radio Wisconsin Inc., is affiliated with *The Evening Telegram*, Superior and eight other associated newspapers, as well as outlets for the Arrowhead Network. Personnel of WISC, which broadcasts from 6 a.m. to 12 midnight, includes Morgan Murphy, of Superior, president; Harry Sauthoff, Madison, vice president; W. C. Bridges, Superior, general network manager, and Ralph O'Connor, Madison, station manager.

WISC-FM will begin operations in the near future, Mr. O'Connor said. Radio Wisconsin Inc. has a television application also for WISC pending before FCC.

Other stations associated in ownership include following members of the Arrowhead Network: WEBC WEBC - FM Duluth - Superior, WMFG Hibbing, Minn., WHLB Virginia, Minn., WEAU Eau Claire, Wis., KVOL Lafayette, La., WJMC Rice Lake, Wis.

Associated newspapers in the group extend to Wisconsin, Minnesota, Louisiana and California.

Television to Highlight Electrical Living Show

CHICAGOANS will get their first oportunity to see the city's three video stations—WENR-TV, WBKB, WGN-TV—produce live telecasts during the National Television and Electrical Living Show which opens Saturday in the Chicago Coliseum. A full schedule of video shows will originate from the stage, believed to be the largest for TV in the nation and constructed to specifications of Chicago's Electric Assn., sponsor of the event.

Preliminary events will begin Friday and are to include several shows by WENR-TV, ABC's second television station, which makes its debut that night.

U. S. Masses Data On Radio Treason

THE UNITED STATES government last week was preparing evidence for the trials of two American women charged with traitorous broadcasting activities against this country during World War II.

Mrs. Iva Toguri D'Aquino, 32, accused of being the "Tokyo Rose" who disrupted the morale of American soldiers, left Tokyo under military guard Sept. 3 aboard the Army Transport Gen. Hodges for San Francisco, where she will face treason charges by the U. S. government.

Miss Mildred Elizabeth Gillars, identified as "Axis Sally" whose broadcasts had a demoralizing effect on American troops in the European theatre of operations, is scheduled for hearing by a District Grand Jury in Washington tomorrow (Sept. 14) on treason charges.

Testimony on the wartime activities of the 47-year-old Miss Gillars, also American-born, was given to the grand jury last Thursday by a German who formerly supervised the entire Nazi radio network and by a number of lesser personalities in German radio.

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Radio Albums individually planned for your station have tremendous listener appeal . . cement listener support.

No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.

Act today — write, wire or phone for complete details. No obligation.
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American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

Lever Shuffle

(*Continued from page 23*)

and sponsoring brands from time to time. Lever believes that whenever there are gains to be made for old established programs by changing their time or network, the sponsor should have the courage to make the shift.

"Occasional changes among the sponsoring brands create fresh audiences for these products. We believe that even larger audiences and increased sales will be the result of these shifts in Lever programs.

"*Amos 'n' Andy* will be heard on behalf of Lever Bros. Rinso from 7:30 to 8 p.m. Sundays when it moves to CBS Oct. 3. Under terms of the contract, the network acquires "all *Amos 'n' Andy* rights ranging from all rights to the use of the name, characters, scripts, and plots, phrases, catchwords and slogans, through all subsidiary properties and on into total rights to stage, movie, television and radio uses henceforth . . ."

William S. Paley, chairman of the CBS board, said of the transaction: "We are happy and proud to welcome *Amos 'n' Andy* back to the Columbia network. Years ago the American radio audience—and it can be truly said that that includes practically all Americans—took them to its heart. And ever since they have been delighting us all with their inimitable humor and fantasy. Their huge following has never wavered; each new generation has embraced them as its own discovery. Styles and tastes have changed, but if *Amos 'n' Andy* have proved anything, it is the enduring value of their art."

Freeman Gosden (Amos) and Charles Correll (Andy) began their epochal radio career in Chicago in 1928. They were heard nationally six nights a week starting in August 1929. Their present one-a-week format was introduced in 1943.

Persistent reports that the CBS arrangement with Lever Bros. and Messrs. Gosden and Correll is the forerunner of other similar deals involving big-name radio performers have not yet been confirmed officially in any quarter.

Don Petty Named

DON PETTY, NAB general counsel, last week was elected to the House of Delegates of the American Bar Assn., meeting in Seattle. The group is one of the ABA governing bodies and controls the administration and policies of ABA.

Returns to NBC

EFFECTIVE Oct. 3, *The Adventures of Ozzie and Harriet* returns to the air in a new day and time spot, Sundays, 6:30-7 p.m. on NBC. Show has been broadcast since Oct. 8, 1944 and is sponsored by the International Silver Co. through its agency, Young & Rubicam, New York.

FANS OF CLOSE PUSH HIS TRANSCRIBED SERIES

UPTON CLOSE, former network commentator who went to Mexico to broadcast to the U. S. from powerful stations in that country [BROADCASTING, Jan. 12], is building his own "transcription network" and has 22 independents as customers, according to W. D. Henry, of Broadcasts Inc., Washington.

In a letter to stations, Mr. Henry reviews Mr. Close's past predictions. He says the "national sponsorship is a minor miracle: It is composed of intensely loyal fans of Upton Close who have taken it upon themselves, by voluntary means, to return his much-needed voice to the air, with Broadcasts Inc. being the nominal sponsor."

The transcribed weekly series is available either as a sustainer or as a locally-sponsored project. Mr. Close returned to U. S. stations in July via KFOX Long Beach after two years' absence. He formerly had been heard on MBS.

While broadcasting from Mexico Mr. Close charged it was impossible to be as honest on U. S. networks as in newspapers. He claimed networks have been cutting down editorial comment. Mr. Close also went on to say that he feared eventually the U. S. will hear only government news as the result of this growing influence.

RELAXED PATIENTS

Radio Helps Make Dentist A Bit Easier to Face

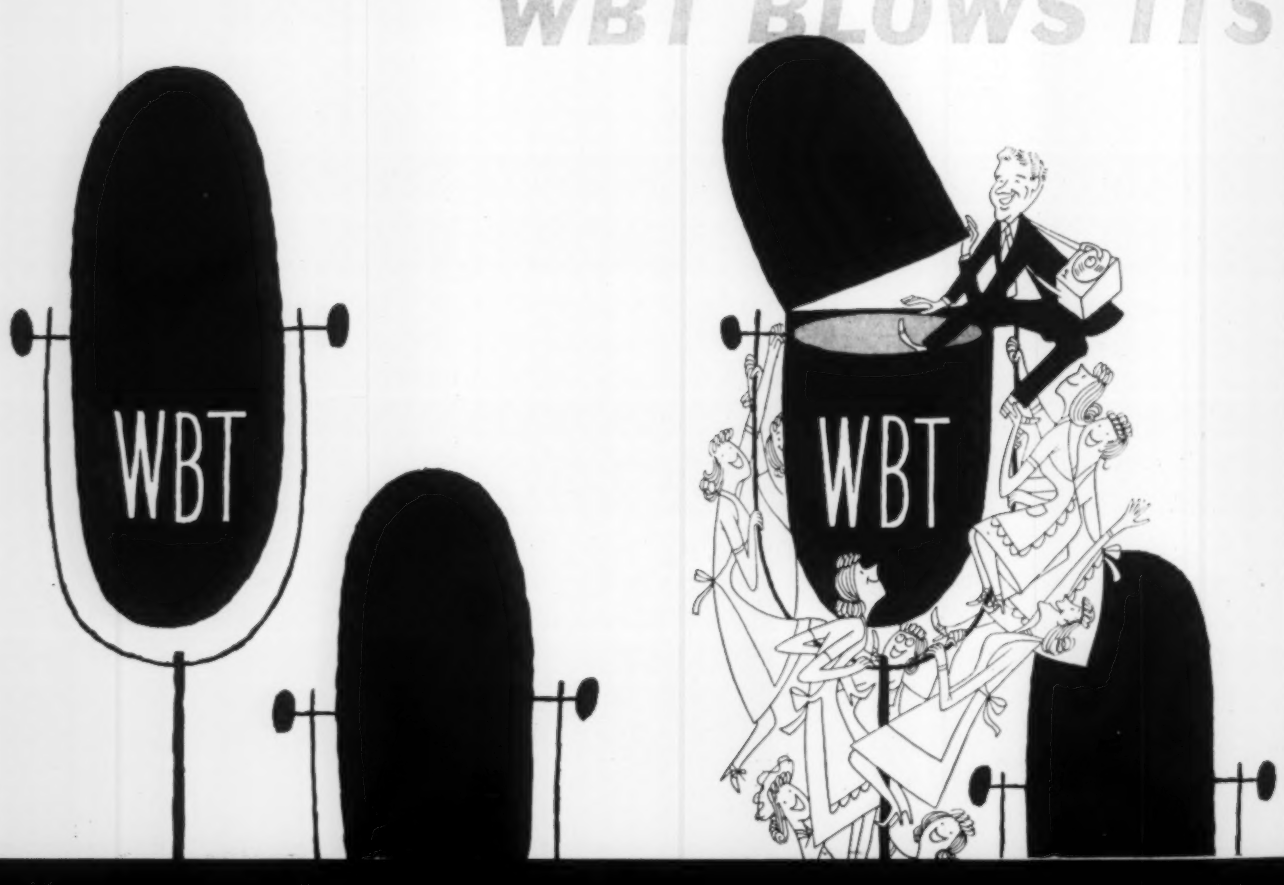
RADIO helps maintain Dr. Martin D. Unterman's reputation as a painless dentist in Evanston, Ill., he told BROADCASTING last week.

Staunch believer in psychologial as well as physical treatment, Dr. Unterman offers his patients FM music and AM children's programs. "Radio makes them relaxed," he said, "both while I'm working on them and when they're waiting, and it puts me and my nurses in a better frame of mind." He added that radio "lends a silent conversational quality which is appealing, and patients don't even mind delays."

After five months of using FM speakers, installed behind headrests on chairs in two operating rooms, the dentist is planning to experiment with sets built directly into the rests, and also with TV.

BING CROSBY, star of his own ABC show, is currently on month's personal appearance tour in north. Sept. 22 he does charity show for Sunset Memorial Center in Vancouver, B. C.; Sept. 28, in Spokane, Wash., he will do show to raise funds for Municipal Athletic Stadium; and Oct. 9 he performs in San Francisco to raise money for local Boy's Club.

EFFECTIVE Sept. 13, "Cavalcade of America," Mondays, 8-8:30 p.m. on NBC, returns to the air for the 14th consecutive year. Program is sponsored by E. I. duPont de Nemours & Co., Wilmington, through its agency, BBDO.



FM Is Entitled to All The Facts, Bailey Avers

THE FM industry "is entitled to all the facts concerning receiving set production," Bill Bailey, FM Assn. executive director, wrote Bond Geddes, Radio Mfrs. Assn. executive vice president, last week. Mr. Bailey replied to a charge by Mr. Geddes that he had made incorrect statements in claiming RMA could not list TV-FM set production without getting RCA's approval [BROADCASTING, Sept. 6].

Mr. Bailey cited statements in a July 8 letter from F. W. Mansfield, chairman of the RMA Industry Statistics Committee, to Milton B. Sleeper. The letter explained that RMA was unable to supply data on TV sets with FM bands because "this work is also coordinated with the work of RCA License Administrator with whom any potential changes are discussed," according to Mr. Bailey.

He recalled that some RMA members had once said it was "impossible" to get network music for FM stations, but the "impossible materialized."

WAR VETS and educational institutions in Cook County are receiving WMAQ Chicago's small two-color poster plugging NBC's "Salute to Veterans" (Sat., 1:30 p.m. CDT), and a letterhead bulletin describing station's recent spot telephone coverage of an airliner's crash-landing has been mailed to clients and agencies in area. Monthly public service program schedule bulletin will be resumed this month, with 2,500 copies going to schools, libraries and civic groups through next May.

SAN DIEGO TV

Four Applicants Are Left

THE FIELD of San Diego television applicants, which numbered eight a month ago, had narrowed to four when hearings for the area's three available channels got under way before FCC Examiner Hugh B. Hutchison in San Diego last Tuesday.

In addition to Don Lee Broadcasting System and KUSN San Diego, which had withdrawn their applications, KLIK San Diego and Leland Holzer, Los Angeles used-car dealer, failed to appear for the hearings. Remaining applicants are Charles E. Salik, KFSD San Diego, Video Broadcasting Co., and Television Broadcasting Co.

Mr. Salik, 24-year-old former Armed Forces Radio Services officer and son of a San Antonio clothing manufacturer, has bought KSDJ San Diego, subject to FCC approval. Testimony indicated that his video application carries the tacit support of CBS, with which KSDJ is affiliated.

Construction Costs

Thomas E. Sharp, owner of KFSD, estimated his proposed television construction and installation costs would total $245,000 and that the first year's operations would cost $156,000. He expected to need a staff of 17. His proposed rate card put the one-hour charge for film transmission at $112.50 to $150, with live charges pegged from $140.60 to $187.50. One-minute spots would range from $18.75 to $31.25. Mr. Sharp estimated revenue at $10,000 per month during the last half of the initial year of operation.

The television station of KFSD, an NBC affiliate, would be affiliated with NBC television.

Leon Papernow, electronics engineer who heads the partnership of five youthful San Diegans comprising Television Broadcasting Co., served as his own counsel during the hearings and presented a number of local civic and professional leaders in support of his contention that San Diego needs a quickly established television station to concentrate on local public service.

Charges Hoax

He charged that "the Commission and the public have been hoaxed in the matter of promised starting date of proposed television stations," but was not permitted to put in the record a table purporting to show that, among 77 stations authorized but not yet in operation, the average time since grant is 13.25 months.

Mr. Papernow promised that Television Broadcasting Co. would have its station on the air within 60 days after grant. He estimated construction costs at $57,538 and first-year operating costs at $53,260 (with partners working without salary).

Despite the distance of about 100 air miles from existing TV transmitters in Los Angeles, an estimated 300 television sets are in use in San Diego and receiving service described as fair to good. Both the CBS and NBC affiliates said they would pick up direct and rebroadcast programs from their respective network outlets in Los Angeles. A telephone company spokesman testified no definite plans have been made for coaxial cable or microwave relay systems linking the two cities.

Hearing of the presentation of Video Broadcasting Co., a Los Angeles partnership which has a grant for Portland, Ore., has not been completed.

San Diego's only outstanding television grant is held by KFMB, ABC affiliate, which is slated to be relaying Hollywood programs by the first of the year.

Sanka Sponsors

ON OCT. 8, *The Jack Carson Show*, sponsored by General Foods Corp. (Sanka Coffee), begins on CBS, Fridays, 8-8:30 p.m. Olga San Juan, the Latin singer from Brooklyn, will be Jack Carson's featured player and vocalist on the show. Young & Rubicam, New York, is the agency.

. . . and tops the competition by 172%

A few months ago, we took a look at one of our Hoopers and blew our top. Because in the 9:00-10:00 a.m. hour opposite you-know-which famous network show, 50,000-watt WBT was first. *But "only" by 57%.**

That wouldn't do. So we built a *new*, hour-long audience participation show ("What's Cookin'?") with Kurt Webster. Two months later, we got another Hooper.

Wham! *WBT now leads the nearest competition by 172%—leads ALL other stations combined by 26%.*† In just 60 days, "What's Cookin'?" increased the margin of WBT's lead over the next station by 114%! (No wonder we've just added another half-hour to the show.)

If you're not topping your sales competition in the Carolinas, don't blow your top—ask Radio Sales about "What's Cookin'?" on WBT—first by far in Charlotte.

**C. E. Hooper, Oct. 1947—Feb. 1948* †*C. E. Hooper, July 1948*

JEFFERSON STANDARD **WBT** BROADCASTING COMPANY
CHARLOTTE, N. C. • 50,000 WATTS • Represented by RADIO SALES

The Swing is to WHB in Kansas City

10,000 WATTS IN KANSAS CITY
WHB
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER
Represented by
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

PACIFIC HOOPERS—August 1948

EVENING

Program	Checking Points	Sponsor Agency	Hooper	Year Ago Hooper	Year Ago + or —	Year Ago Pos.
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	16.8	8.0	+8.8	17
Inner Sanctum	6	Emerson Drug (BBDO)	15.3	8.9	+6.4	4
Let George Do It	6	Standard Oil (BBDO)	12.4	7.2	+5.2	24
Horace Heidt	6	Philip Morris (Biow)	11.9	—	—	—
Blondie	6	Colg.-Palm.-Peet (Esty)	11.3	8.1	+3.2	16
Take It or Leave It	6	Eversharp (Biow)	9.6	8.8	+0.8	5
Break the Bank	6	Bristol Myers (DC&S)	9.5	7.6	+1.9	21
Stop the Music	6	P. Lorillard (L&M)	9.3	—	—	—
Big Story	6	Am. Cig. & Cigar (SSC&B)	9.3	7.1	+2.2	25
Crime Photographer	6	Toni Div. Gillette Razor Co. (FC&B)	9.3	4.7	+4.6	75
Gangbusters (Indicative Only)	4	Cooperative	9.2	—	—	—
Everybody Wins	6	Philip Morris (Biow)	8.9	—	—	—
This Is Your F.B.I.	6	Equitable Life Assurance Soc. of U. S. (W&L)	8.9	9.4	—0.5	2
Bob Hawk Show	6	Reynolds Tobacco (Esty)	8.8	7.1	+1.7	26
Quiz Kids	6	Miles Labs (Wade)	8.6	6.6	+2.0	31
The Whistler	6	Signal Oil (Stebbins)	8.6	18.0	—9.4	1
Mystery Theatre	6	Sterling Drug (DF&S)	8.6	5.9	+2.7	45

ARRL NAMES BUDLONG SECRETARY - MANAGER

A. L. BUDLONG, senior assistant secretary of the American Radio Relay League, was appointed acting secretary and manager of the organization's West Hartford, Conn., headquarters at a meeting of the ARRL executive committee held in Milwaukee last Monday. He succeeds Kenneth B. Warner who died Sept. 2 [BROADCASTING, Sept. 6].

Mr. Budlong

Action of the committee, headed by ARRL President George W. Bailey, New York, is subject to review by the league's board of directors at its annual meeting in West Hartford next May. The committee is composed of officers of the league, including Mr. Bailey, Vice President J. Lincoln McCargar, Oakland, Calif.; F. E. Handy, communications manager, and David H. Houghton, treasurer, both of West Hartford.

Except for a four-year period (1942-1946) during the war when he served as a lieutenant commander in the U. S. Coast Guard, Mr. Budlong has been associated with ARRL since 1924. While in the service he participated actively in the allocation planning for national and international communications.

Mr. Budlong also was a member of a special committee formulating world-wide communications and high-frequency direction finder setups for air-sea rescue operations. He was largely responsible for the wartime development of the modified Gibson girl transmitter adapted for lifeboat rescue communications.

As acting secretary of ARRL Mr. Budlong also becomes acting secretary of the International Amateur Radio Union.

FRANCIS DAVIS, weatherman for WFIL Philadelphia, recently addressed 100th national meeting of the American Meteorological Society on "The Role of the Meteorologist in Radio and Television" at Philadelphia's Franklin Institute.

'Globe Democrat,' CBS Talks Started

CONVERSATIONS concerning possible acquisition by CBS of an interest in the St. Louis *Globe Democrat's* television station, in the event the newspaper's video application is granted by the FCC, were begun last week in New York [BROADCASTING, Sept. 6].

Although the negotiations were started amidst strictest secrecy, it was known that executives of CBS met with Horace Lohnes, attorney for the *Globe Democrat*, and possibly with representatives of the paper itself. Future talks were said to have been scheduled.

It had been reported that CBS was interested in buying into St. Louis television as it had invested in Los Angeles. The network recently negotiated an arrangement with KTTV, the *Los Angeles Times* station, in which CBS now owns 49% of the stock.

The *Globe Democrat*, one of seven applicants for four video channels, operates KWGD-FM. CBS owns the 50-kw KMOX in St. Louis.

HERB LIVINGSTON, WBBM Chicago script writer, has been asked by a British publisher for permission to print his "Saddles West," western novel.

LEWIS STUDIES VIDEO FOR COLORADO GROUP

TO EXPLORE the educational possibilities of television and study the techniques now being employed by video broadcasters for the guidance of prospective TV station operators of Colorado, Jack Weir Lewis, associate director of the Rocky Mountain Radio Council, last week was in New York watching television program broadcasts and rehearsals and conferring with video program executives.

New York was the first stop in a TV tour which will take Mr. Lewis this week to Schenectady and Philadelphia, and subsequently to Washington, Chicago and St. Louis. Conceived by Colorado broadcasters in anticipation of the day when they will want from the council the same sort of educational assistance in video programming they now receive in sound broadcast programming, the tour is being financed by the Rockefeller Foundation.

Grant of some $650 to the council for Mr. Lewis' traveling expenses is, incidentally, the foundation's first grant of any kind to television research, although it has made numerous grants for various types of research in sound broadcasting, including some to the council in its early days.

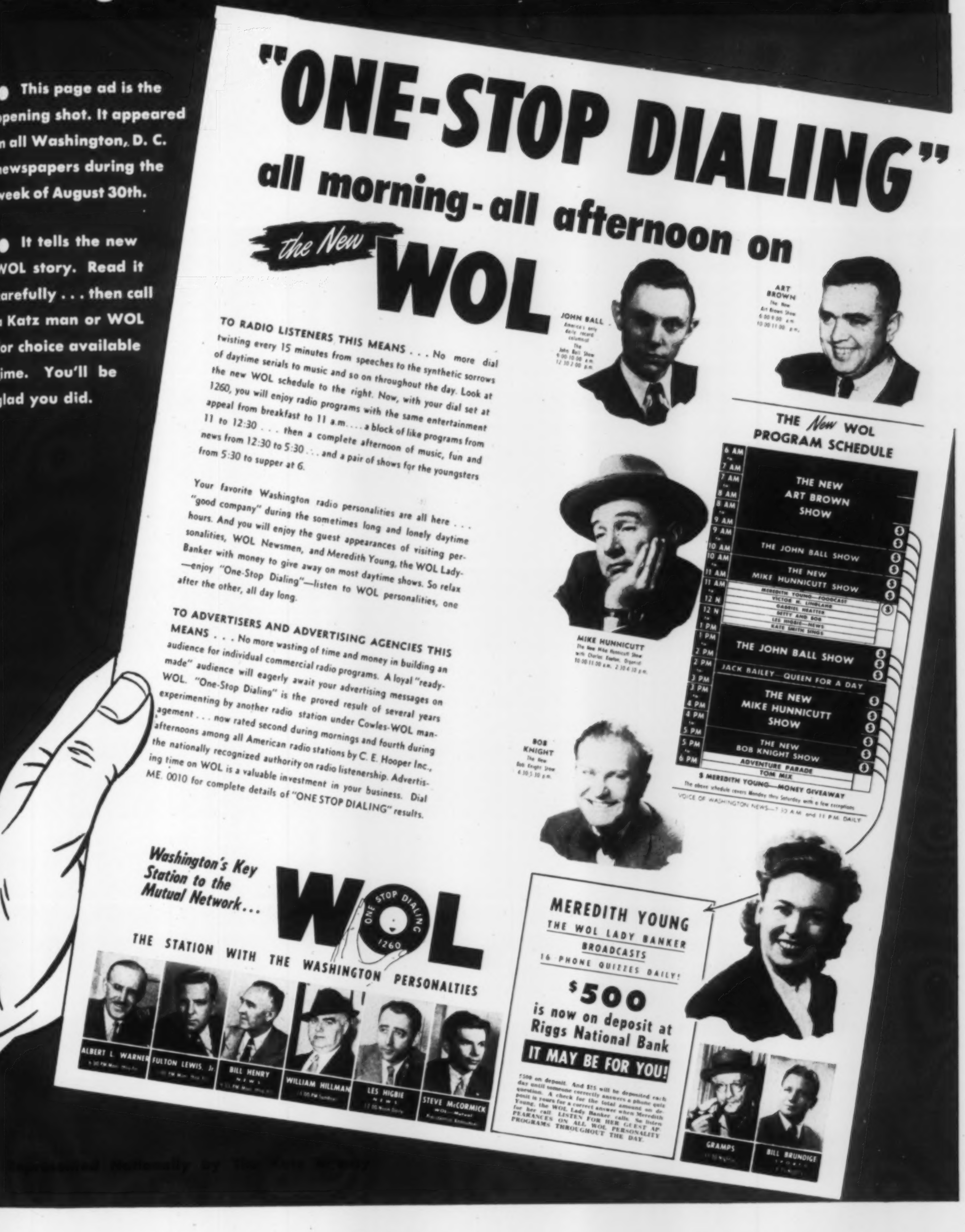
FCBA Essay Contest

AN ESSAY CONTEST on communications law was announced last week by the Publications Committee of the Federal Communications Bar Assn., composed of Chairman Arthur Scharfeld and Neville Miller and Russell Rowell, Washington attorneys. A $200 first prize and $100 second prize were offered for the best essay, not more than 3,000 words in length exclusive of footnotes, on either "Property Rights in Television Broadcasts" or "The Right to a Hearing With Particular Reference to the FCC." Law students and bar members are eligible. March 15 is deadline for submitting manuscripts, which should be sent to the committee at 1728 Massachusetts Ave. N. W., Washington 6, D. C.

COMMERCIAL
Television
NOW SIX DAYS A WEEK
IN SALT LAKE CITY
Meeting the rapidly growing interest in television, KDYL-W6XIS has expanded its service to six days a week — Sunday through Friday.
Choice Availabilities
National Representative: John Blair & Co.
KDYL
W6XIS
UTAH'S NBC STATION

A Page From All Washington Newspapers!

- **This page ad is the opening shot. It appeared in all Washington, D. C. newspapers during the week of August 30th.**
- **It tells the new WOL story. Read it carefully . . . then call a Katz man or WOL for choice available time. You'll be glad you did.**



"ONE-STOP DIALING"

all morning - all afternoon on

the New WOL

TO RADIO LISTENERS THIS MEANS . . . No more dial twisting every 15 minutes from speeches to the synthetic sorrows of daytime serials to music and so on throughout the day. Look at the new WOL schedule to the right. Now, with your dial set at 1260, you will enjoy radio programs with the same entertainment appeal from breakfast to 11 a.m. . . . a block of like programs from 11 to 12:30 . . . then a complete afternoon of music, fun and news from 12:30 to 5:30 . . . and a pair of shows for the youngsters from 5:30 to supper at 6.

Your favorite Washington radio personalities are all here . . . "good company" during the sometimes long and lonely daytime hours. And you will enjoy the guest appearances of visiting personalities, WOL Newsmen, and Meredith Young, the WOL Lady-Banker with money to give away on most daytime shows. So relax —enjoy "One-Stop Dialing"—listen to WOL personalities, one after the other, all day long.

TO ADVERTISERS AND ADVERTISING AGENCIES THIS MEANS . . . No more wasting of time and money in building an audience for individual commercial radio programs. A loyal "ready-made" audience will eagerly await your advertising messages on WOL. "One-Stop Dialing" is the proved result of several years experimenting by another radio station under Cowles-WOL management . . . now rated second during mornings and fourth during afternoons among all American radio stations by C. E. Hooper Inc., the nationally recognized authority on radio listenership. Advertising time on WOL is a valuable investment in your business. Dial ME. 0010 for complete details of "ONE STOP DIALING" results.

JOHN BALL
America's only daily record columnist
The John Ball Show
9:00-10:00 a.m.
12:30-2:00 p.m.

ART BROWN
The New Art Brown Show
6:00-9:00 a.m.
10:30-11:00 p.m.

MIKE HUNNICUTT
The New Mike Hunnicutt Show
with Charles Keaton, Organist
10:00-11:00 a.m. 2:30-4:30 p.m.

BOB KNIGHT
The New Bob Knight Show
4:30-5:30 p.m.

THE *New* WOL PROGRAM SCHEDULE

6 AM to 7 AM
7 AM to 8 AM
8 AM to 9 AM — THE NEW ART BROWN SHOW
9 AM to 10 AM — THE JOHN BALL SHOW $
10 AM to 11 AM — THE NEW MIKE HUNNICUTT SHOW $
11 AM to 12 N — MEREDITH YOUNG—FOODCAST; VICTOR H. LINDLAHR; GABRIEL HEATTER $
12 N to 1 PM — BETTY AND BOB; LES HIGBIE—NEWS; KATE SMITH SINGS
1 PM to 2 PM — THE JOHN BALL SHOW $
2 PM to 3 PM — JACK BAILEY—QUEEN FOR A DAY $
3 PM to 4 PM
4 PM to 5 PM — THE NEW MIKE HUNNICUTT SHOW $
5 PM to 6 PM — THE NEW BOB KNIGHT SHOW; ADVENTURE PARADE; TOM MIX $

$ MEREDITH YOUNG—MONEY GIVEAWAY

The above schedule covers Monday thru Saturday with a few exceptions

VOICE OF WASHINGTON NEWS—7:30 A.M. and 11 P.M. DAILY

MEREDITH YOUNG
THE WOL LADY BANKER
BROADCASTS
16 PHONE QUIZZES DAILY!

$500
is now on deposit at Riggs National Bank
IT MAY BE FOR YOU!

$500 on deposit. And $25 will be deposited each day until someone correctly answers a phone quiz question. A check for the total amount on deposit is yours for a correct answer when Meredith Young, the WOL Lady Banker calls. So listen for her call. LISTEN FOR HER GUEST APPEARANCES ON ALL WOL PERSONALITY PROGRAMS THROUGHOUT THE DAY.

Washington's Key Station to the Mutual Network . . .

WOL

THE STATION WITH THE WASHINGTON PERSONALTIES

ALBERT L. WARNER
FULTON LEWIS, Jr.
BILL HENRY NEWS
WILLIAM HILLMAN
LES HIGBIE NEWS
STEVE McCORMICK WOL—Mutual
GRAMPS
BILL BRUNDIGE SPORTS

Represented Nationally by The Katz Agency

TABLE III

Approximately how much of your planned total expenditures this fall will be spent on TV?

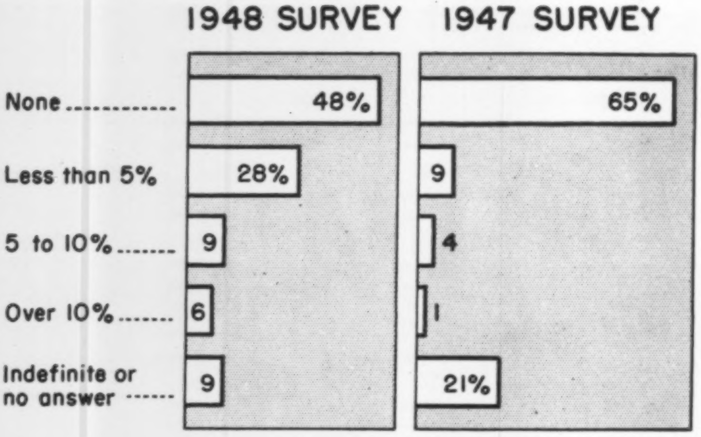


TABLE V

According to your present plans, how will your TV expenditures be divided among studio programs, remotes (special events and sports) and film, and between local and network?

	None	Some	All	Percent	Composite Percentage Distribution
Studio	47%	25%	28%	100%	39%
Remote	65	27	8	100	19
Film	41	26	33	100	42
					100%
Local	2	15	83	100	94
Network	83	15	2	100	6
					100%

Grid Coverage

(Continued from page 21)

nouncers from all over the country have frequently tried to attend, even though they were not on assignment for the company. Except for a handful of outsiders, mostly war veterans, it has been necessary to restrict attendance.

After the meetings, the experts will be ready to tackle the 145 college, 90 high school and 22 professional games already awaiting them. Actually, the first kickoffs will be Sept. 24 at the Syracuse vs. Niagara game over WSYR Syracuse and the Boston vs. Wake Forest opener over WHDH Boston, WHOB Gardner, WNEB Worcester, WNHC New Haven and WNOC Norwich.

The college schedule will end Nov. 27 with the broadcasting of the Boston College-Holy Cross and Virginia-North Carolina contests. The company's final coverage of the season will be that of the Philadelphia-Detroit and Los Angeles-Pittsburgh games in the professional league.

Many Big Games Included

On the schedule are the outstanding clashes in the East and a number of the leading games in the South and Middle West. Included are such highlight rivalries as Pennsylvania-Cornell, Duke-Georgia Tech, Pittsburgh-Notre Dame, Harvard-Yale, Ohio State-Michigan, Penn State-Michigan State, Syracuse - Colgate and Princeton-Virginia.

Leading college teams whose complete home schedules will be broadcast by Atlantic are: Pennsylvania, Navy, Duke, Yale, Princeton, Harvard, Holy Cross, Boston College, Colgate, Temple, Pittsburgh, Ohio State, Cornell, Syracuse, Boston U., Brown, Dartmouth, Franklin and Marshall, North Carolina, Delaware, Penn State, Virginia, Niagara and St. Bonaventure.

Among professional games will be all the Philadelphia Eagles and Pittsburgh Steeler contests. Originating stations for the regional networks which will carry them are WIBG Philadelphia and WWSW Pittsburgh.

For the ninth consecutive year, Atlantic also will sponsor television coverage of the Penn games at Franklin Field, Philadelphia, over WPTZ Philadelphia. The TV schedule also has been expanded to include some of the Boston College contests and the Harvard-Holy Cross meeting over WNAC-TV Boston and the home games of Princeton over WCAU-TV Philadelphia.

TABLE IV

How does this compare with last year?

	1948 Survey	1947 Survey
More	48%	11%
Less	1	2
Same	40	23
Indefinite or no answer	11	64
	100%	100%

Fall Prospects

(Continued from page 23)

agency prognostications: 42% of the respondents plan to use the same number of news shows, 10% will use more and 6% will use less than last year.

Crime programs seem to be on the decline, with more than half the agencies not buying any, 12% using the same or less than last year, and none using more.

The stimulus of such high-rating shows as *Stop the Music* is reflected in the expected increase in giveaway programs: 13% of the agencies are planning more of this type of program than they had last year—only 3% said they would offer less. However, 42% are still avoiding giveaways, and 24% are non-committal.

International Broadcast Course Starts Sept. 29

COURSE on international broadcasting headed by Dr. Arno Huth will be offered by New School for Social Research. The 15-week series, opening Sept. 29 and meeting Wednesdays at 8:30 p.m. at the school, 66 W. 12th St., New York, will include a number of other authorities on international radio.

Among those taking part are Benjamin Cohen, assistant secretary-general in charge of public information, United Nations; Dr. Lyman Bryson, CBS public affairs counsellor; Alistair Cooke, BBC; H. E. Raoul Noriega, Mexican minister and chairman of the UN Advisory Committee of Information Experts.

Thomas Lee in Hospital; Control Transfer Sought

THOMAS S. LEE, president and sole stockholder of the Thomas S. Lee Enterprises, including the Don Lee network and owned stations, has been entered in a California hospital on his physicians' authorization, following a complete nervous breakdown, Lee Enterprises spokesmen said last week. Lewis Allen Weiss, vice president and general manager, and Willet H. Brown, vice president and assistant general manager, were appointed guardians by the Los Angeles Superior Court.

Transfer of control of the Lee stations to Messrs. Weiss and Brown, as guardians, will be sought in a pleading to be filed with the FCC shortly, Dempsey and Koplovitz, Don Lee attorneys, advised the Commission last week.

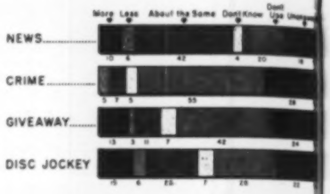
TABLE VI

What effect has the new NA code had on your fall radio tim purchases?

	% of All Responden
Increased	0%
Decreased	3
No change	90
Unanswered	7
Total	100%

TABLE VII

How will your use of the follow ing types of programs this fa compare to last year?



Radio Crime Study Is Urged by Miller

FACTUAL survey of the effect o radio, comics and motion picture on crime was proposed last wee by NAB President Justin Miller a the American Bar Assn. meetin in Seattle. He offered cooperatio of NAB in the study.

Participating in a panel of th Criminal Law Section, Judge Mill and Kenneth Yeend, program di rector of KIRO Seattle, denied tha radio crime shows contribute t delinquency.

Arthur J. Freund, chairman o the section, charged that "crim pays" for radio but later concede the NAB Standards of Practice u questionably are a step in the righ direction.

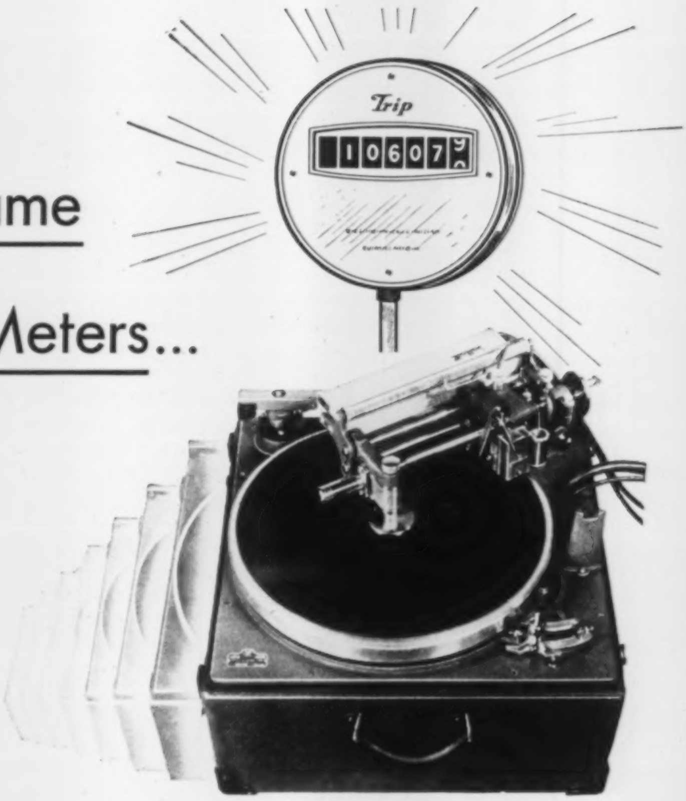
Lillian Johnson, executive dire tor of the famous Ryther Chil Center, Seattle, declared, "I hav never in 15 years of working wit delinquent and emotionally di turbed children seen a single inc dent where crime was caused b any one of these three media."

Mr. Yeend contended "there no direct correlation between th number of comics or of radio pr grams and the amount of juveni delinquency."

WSPA Wife Hunt

AN AGGRESSIVE search for a mate is being conducted by 70 year old Spanish American War Veteran William J. Varner via WSPA Spartanburg, S. C. Jane Dalton, WSPA woman's editor, devoted one of her broadcasts to Mr. Varner's search. Story also was picked up by the papers and station reports that Mr. Varner has received approximately 70 replies.

If Recorders came with Mileage Meters...



Presto 6N would be *MILES AHEAD*

Yes, day after day and year after year over 3,000 Presto 6N recorders are hard at work in broadcasting stations, recording studios, educational institutions and government agencies throughout the world.

6N recorders purchased ten years ago are performing as well today as when they were new. This outstanding record of the 6N recorder in action is proof again that Presto design is built for hard, continuous duty and Presto materials are the finest obtainable.

So when you're looking for a new recorder, remember: By actual test the best recorder for the most people is Old Faithful, the Presto 6N.

PRESTO RECORDING CORPORATION, Paramus, New Jersey • *Mailing Address:* P. O. Box 500, Hackensack, N. J.

In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

World's largest manufacturer of instantaneous sound recording equipment and discs

ACTIONS OF THE FCC

SEPTEMBER 3 to SEPTEMBER 9

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
SSA-special service authorization

September 3 Applications . . .

ACCEPTED FOR FILING

License for CP

KVEN Ventura, Calif. — License to cover CP new standard station.

Modification of CP

KYNG Idaho Falls, Idaho—Mod. CP new standard station for extension of completion date.

WMBD Peoria, Ill.—Mod. CP increase N power, etc., for extension of completion date.

WHKC Columbus, Ohio—Mod. CP increase power, etc., for extension of completion date.

WHIS Bluefield, W. Va.—Same.

License Renewal

Applications for renewal of standard broadcast license filed by: **KFOX** Long Beach, Calif.; **KGHF** Pueblo, Col.; **KPOJ**, Portland, Ore.; **KREL** Baytown, Tex.; **KRIS** Corpus Christi, Tex.; **KSMI** Seminole, Okla.; **KUOA** Siloam Springs, Ark.; **WATR** Waterbury, Conn.; **WCRB** Waltham, Mass.; **WEBC** Duluth, Minn.; **WHBF** Rock Island, Ill.; **WIBA** Madison, Wis.; **WSAI** Cincinnati.

Modification of CP

KNX-FM Hollywood, Calif.—Mod. CP new FM station for extension of completion date.

KFMV Los Angeles—Same.

WQQW-FM Washington, D. C.—Same.

WSM-FM Nashville, Tenn.—Same.

KGNC-FM Amarillo, Tex.—Same.

KFYO-FM Lubbock, Tex.—Same.

WING-FM Seattle, Wash.—Same.

KMED-FM Medford, Ore.—Same.

WERC-FM Erie, Pa.—Same.

WAYS-FM Charlotte, N. C.—Same.

License for CP

WBON Bowling Green, Ky.—License to cover CP new FM station.

WLTN Lewistown, Pa.—Same.

WFLY Troy, N. Y.—Same.

Modification of CP

WOW-TV Omaha, Neb.—Mod. CP new commercial TV station for extension of completion date.

WBT-TV Charlotte, N.C.—Same.

WLWT Cincinnati—Same.

TENDERED FOR FILING

AM—1540 kc

WPTR Albany, N. Y.—CP increase power from 10 kw to 50 kw, make changes in DA and install new trans.

Assignment of License

WKLV Blackstone, Va.—Consent to assignment of license to Nottoway Bcstg. Co. Inc.

September 7 Decisions . . .

BY THE COMMISSION

Assignment of License

WHAB WHAB-FM Stroudsburg, Pa. Granted consent to assignment of license for WHAB and assignment of permit for WHAB-FM from Pocono Bcstg. Co., partnership, to Pocono Bcstg. Co. Inc., corporation, for consideration of $75,000. (Comrs. Walker and Hyde for hearing.)

When you think of
REPLACEMENTS
RE-TUBE with...
AMPEREX
ALL TYPES — TRANSMITTING
AND RECTIFYING TUBES
AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside Toronto Ontario Canada
AMPEREX

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Ebbets-McKeever Exhibition Co. Inc., Brooklyn, N. Y.—Granted petition for leave to amend FM application to specify Channel 290 in lieu No. 234.

Penn-Allen Bcstg. Co., Allentown, Pa.—Granted petition for leave to amend TV application to show minor changes in stockholdings and subscribers, revised costs of construction, etc.

Beacon Bcstg. Co. Inc., Boston—Granted petition for leave to amend FM application to add revised information concerning programs, etc.

Tri-State Bcstg. Co., Middlesboro, Ky.—Granted petition to amend application for CP to specify 560 kc 500 w D in lieu 1490 kc 250 w unl. Amendment was accepted and application removed from hearing docket.

Bayou Bcstg. Co. Inc., Baton Rouge, La.—Granted petition to accept late memorandum brief in proceeding in re application.

Hudson Valley Bcstg. Co. Inc., Albany, N. Y.—Granted petition for leave to amend TV application to show increase in ERP from 2.4 kw to 5 kw, etc.

Airfan Radio Corp. Ltd., San Diego, Calif.—Granted petition for leave to amend application for TV station to reflect minor amendment to petitioner's corporate charter; to show revised estimates of construction costs, etc.

Penn-Allen Bcstg. Co., Allentown, Pa.—Denied petition requesting to change place of commencement of consolidated TV hearing from Allentown to Washington, presently scheduled Sept. 13.

Wisconsin Bcstg. System Inc., Hearst Radio Inc. and Milwaukee Bcstg. Co., Milwaukee—Granted joint petition for indefinite continuance of consolidated TV hearing presently scheduled Sept. 8 at Washington.

September 7 Applications . . .

ACCEPTED FOR FILING

AM—850 kc

KFUO Clayton, Mo.—CP to change power from 10 kw to 5 kw, change type trans. and change trans. location. AMENDED to change name of applicant from Evangelical Lutheran Synod of Missouri, Ohio and Other States to The Lutheran Church-Missouri Synod.

AM—980 kc

People's Bcstg. Co., Minneapolis, Minn.—CP new standard station 1190 kc 1 kw D. AMENDED to change frequency from 1190 to 980 kc, and change power from 1 kw to 500 w.

Transfer of Control

WRRN Warren, Ohio — Voluntary transfer of control of licensee corporation from Perry H. Stevens, Frank T. Nied, Lucy S. Stevens and Evelyn A. Nied to The Tribune Co.

Assignment of License

WATO Oak Ridge, Tenn.—Voluntary assignment of license from Frank E. Pellegrin and Carlin S. French to WATO Inc.

License Renewal

Applications for renewal of standard broadcast license filed by: **KID** Idaho Falls, Ida.; **KGIL** San Fernando, Calif.; **KXOB** Stockton, Calif.; **WADC** Tallmadge, Ohio; **WCCC** Hartford, Conn.; **WHLD** Niagara Falls, N. Y.; **WHYU** Newport News, Va.; **WIOU** Kokomo, Ind.; **WJSW** Altoona, Pa.; **WMLO** Milwaukee; **WMGO** Mayfield, Ky.; **WTTH** Port Huron, Mich.

WADW New Orleans, La.—SSA 1230 kc 250 w unl. using facilities of WJBW for period not to exceed nine months.

KSOL Yuma, Ariz.—Mod. CP new standard station for extension of completion date.

KMPC Los Angeles—Mod. CP increase power, etc., for extension of completion date.

WEAU Eau Claire, Wis.—Same.

WATL Atlanta, Ga.—Mod. CP change frequency, increase power, etc., for extension of completion date.

WKNP Corning, N. Y.—License renewal FM station.

WTHT-FM Hartford, Conn.—License to cover CP new FM station.

WCFM Washington, D. C.—Corporate reorganization in which common stockholders relinquish affirmative control.

WDET-FM Detroit, Mich.—Mod. CP new FM station for extension of completion date.

WCON-FM Atlanta, Ga.—Mod. CP new FM station to specify trans. and studio location, increase ERP from 20 kw to 54 kw, change trans. increase overall height above ground to 494 ft and make changes in ant. system.

WEHS Chicago—Mod. CP change in FM station for extension of completion date.

WVNA Indianapolis—Mod. CP new FM station to change ERP from 13 kw to 48 kw, decrease ant. height above average terrain to 329 ft., etc.

TENDERED FOR FILING

KUBA Yuba City, Calif.—Consent to assignment of license to Peach Bowl Bcstrs. Inc.

(*Continued on page 84*)

PROMOTION PLUS

All-Out, Continuous Campaign For FM Pushed by WCSI

TAKING the stand that FM can serve the national advertiser and that it can and will stand on its own feet, WCSI (FM) Columbus, Ind., has been conducting one of radio's most intensive promotion campaigns both before and since it went on the air a year ago.

Concentrated promotion began two weeks before the official opening date, Sept. 1, 1947, and included not only advertisements in Columbus and 15 other southern Indiana newspapers, but speeches by members of the station's executive staff, news releases to national trade papers, special car stickers, program signs in southern Indiana store windows and arrangements with newspapers of the area to have WCSI program schedules run.

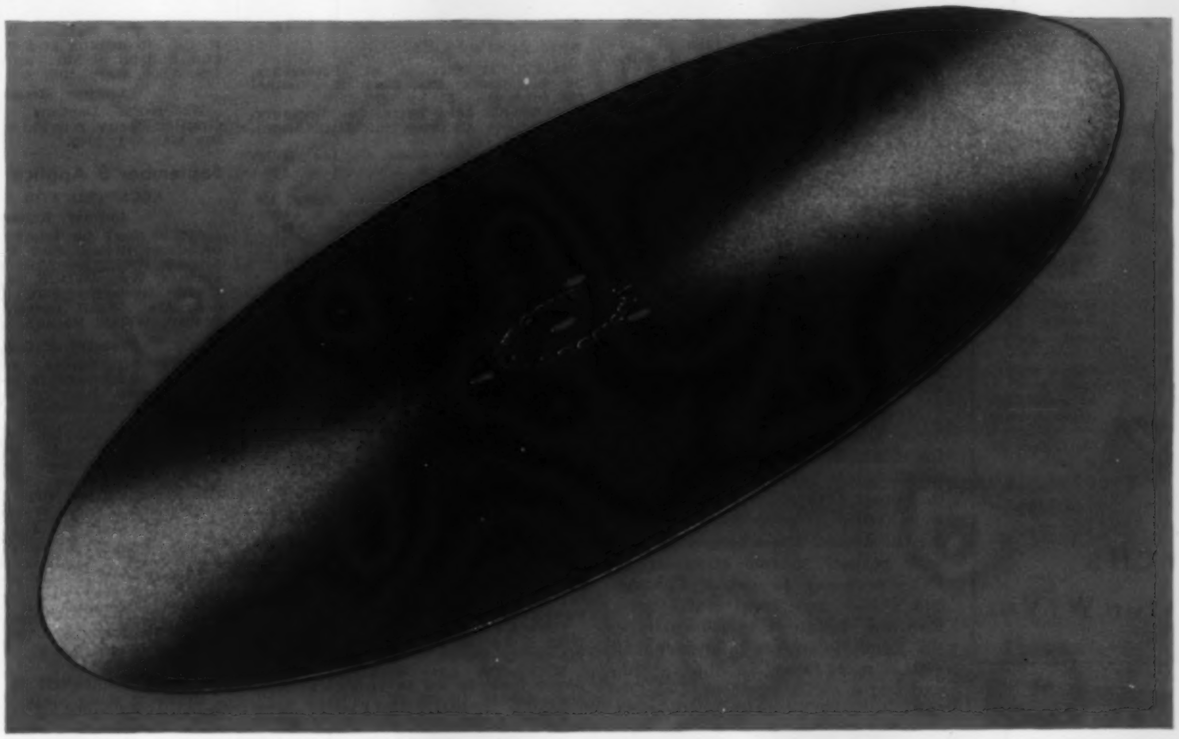
Since it took the air WCSI hasn't missed a chance to capitalize on every conceivable promotion angle. It sent one of its employes, Ray Daugherty, a resident of Columbus, to visit all radio dealers in southern Indiana and explain to them the benefits of FM and how to install an FM dipole antenna. Dealers also were given cards to fill out whenever they sold an FM set. Fifty thousand WCSI promotional pamphlets were shipped to dealers in the station's listening area, and WCSI also arranged to have the pamphlets slipped into laundry bundles that went out of town. Station also used 100,000 match covers for promotion purposes.

To hold its teen-age audience, WCSI arranged with southern Indiana schools to provide them with phonograph records and, at the same time, "T" shirts promoting station's teen-age record show, *The Music Makers' Club*. Motion picture trailers and other forms of promotion were used extensively.

KSFO TV Tower

CONSTRUCTION of a 100 foot television tower for station KSFO San Francisco, on the roof of the Mark Hopkins Hotel, is to start immediately and be completed by Oct. 15, according to Philip G. Lasky, general manager of The Associated Broadcasters, operators of station. Station's call letters will be KPIX. Telecasts from the studios of KSFO are anticipated by December.

PRICES AND AUDIODISCS



A Statement On Our Price Policy

As of September 1st, aluminum prices are again increased. This means higher cost for the principal raw material used in the manufacture of AUDIODISCS. In fact, the cost of the aluminum base has always been the main item in the cost of production. Thus, any increase in aluminum prices is of major importance.

But beyond the cost of raw materials and labor there is a basic factor which determines the cost of manufacturing professional recording discs. This factor is the extent to which the particular process of manufacture enables the producer to turn out a large proportion of first quality discs. There are several methods of production used. None of these will give anything like a 100% yield. It is, however, obvious that as the percentage of yield increases there is a resulting drop in the average cost of aluminum, lacquer and labor.

Fortunately, our patented, precision-machine process—now used for over a decade and continuously improved—gives a more consistent yield of high quality discs than any method of production now used. And we have tested every other process in use.

So our position with respect to the present increase in aluminum prices is this:

1. We are *not* increasing prices of AUDIODISCS as of September 1st.

2. We shall make every effort to absorb this new aluminum price raise and thus continue our prices at the present level. Our calculations indicate that with some improved efficiency, now under way, and continued large volume production, we shall be successful in this hold-the-price effort.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.

Audio Devices, Inc., 444 Madison Ave., N.Y.C.

EXPORT DEPT: ROCKE INTERNATIONAL, 13 EAST 40TH STREET, NEW YORK 16, N. Y.

they speak for themselves audiodiscs

Harriet Be Lille
Grey Adv. Agency, Inc.
New York City

Dear Harriet:

Th' WCHS promotion department has a new promotion report form fer its monthly reports . . I used t' git a monthly report card from school... Teacher tole me t' show hit t' my ole' man . . I did, but he didn't say nothin'. . . Couldn't read it no-how. . . All he did was set an' listen t' WCHS . . . Said he liked them CBS programs which he heard on WCHS, Charleston's 5000 watt station. . . Said he didn't need t' read long as he could hear. After listenin' t' WCHS, I 'llows he's got a point.

Yrs.
Algy

WCHS
Charleston W. Va.

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION

ABC

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

679,973,000

Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947.

WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.

WCON
5000 WATTS • 550 KC

FM CP GRANTS

1 Class A, 2 Class B Go to AM Stations

CONSTRUCTION PERMITS for one new Class A and two new Class B FM stations were authorized last week by FCC. All went to existing AM stations. Commission also issued CPs for three Class A and three Class B assignments to FM stations holding conditional grants and issued nine CPs to existing FM outlets covering facilities changes.

Columbia-Montour Broadcasting Corp., operator of WCNR Bloomsburg, Pa., received Class A assignment there of Channel 257 (99.3 mc) with effective radiated power of 1 kw and antenna height above average terrain of 145 ft. Estimated cost is $16,597.

One Class B grant went to Atlantic Broadcasting Co., operator of WJMX Florence, S. C., for Channel 274 (102.7 mc) with ERP of 8.4 kw and antenna 395 ft.

Other Class B grant went to Radio Wisconsin Inc., owner of WISC Madison, Wis., for Channel 255 (98.9 mc) in that city, with ERP of 52 kw and antenna 470 ft. Estimated cost is $94,000.

Meanwhile the Commission ordered that its FM allocation plan for Class B stations be amended to allocate Channel 227 (93.3 mc) to Forest City, N. C., and notices were issued of proposed rule making to amend the allocations plan with respect to two other areas. FCC proposes to delete Channel 293 (106.5 mc) from Harrisburg, Pa., and assign it to Bloomsburg, Pa., and to delete Channel 268 (101.5 mc) from Salisbury, Md., and add it to Georgetown, Del. Objections may be filed to Oct. 16, Commission said.

The following stations, which previously held conditional grants, were granted CPs:

WSUN-FM City of St. Petersburg, St. Petersburg, Fla. Class B, Channel 250 (97.9 mc), 23 kw, 475 ft.

WLBF-FM Lake Bcstg. Co., Leesburg, Fla. Class A, Channel No. 252 (98.3 mc), 1 kw, 160 ft.

WJOE Hillsdale Bcstg. Co. Inc., Hillsdale, Mich. Class B, Channel 256 (99.1 mc), 2 kw, 310 ft.

WKBR-FM Granite State Bcstg. Co. Inc., Manchester, N. H. Class A, Channel 261 (100.1 mc), 1 kw, minus 3 ft.

KFLW-FM Herald Pub. Co. of Klamath Falls, Ore. Class B, Channel 233 (94.5 mc), 5 kw, minus 150 ft.

WBUT Eagle Printing Co., Butler, Pa. Class A, Channel 280 (103.9 mc), 720 w, 290 ft.

Following were granted CPs in lieu of previous conditions:

WHBS-FM Huntsville, Ala. To change power from 10 kw to 16 kw; antenna from 1140 ft. to 1150 ft.

KCLI Los Angeles, To change power from 36 kw to 32 kw.

KFH-FM Wichita, Kan. To change power from 180 kw to 11 kw; antenna from 420 ft, to 410 ft.

WHIO-FM Dayton, Ohio. To change power from 20 kw to 19 kw; antenna from 500 ft. to 515 ft.

WCFR Fall River, Mass. To change from Channel 265 (100.9 mc) to Channel 228 (93.5 mc); power from 300 w to 370 w; antenna from 255 ft. to 280 ft., and change transmitter and studio locations.

WMKA New York. To change power from 5 kw to 8.5 kw; antenna from 815 ft. to 690 ft.

WMCA-FM New York. To change power from 10 kw to 11 kw; antenna from 650 ft. to 630 ft.

KWGS Tulsa, Okla. To change power from 1 kw to 1.1 kw.

WLBR-FM Lebanon, Pa. To change power from 625 w to 640 w; antenna from 310 ft. to 300 ft.

'SPORTS PARADE'

Camels Sponsors on WBAL; Campofreda Conducts

THE IDEAL mike man to conduct a program titled *Sports Parade* would be an all-around athlete, and WBAL Baltimore has such a personality in Nick Campofreda. Mr. Campofreda will handle the 6:05 p.m. *Sports Parade*, which will be sponsored over WBAL by R. J. Reynolds Tobacco Co. (Camel Cigarettes), Monday through Saturday, beginning today (Sept. 13). Camels is the third sponsor of the program in 16 years. Past sponsors have been Baltimore brewers.

The background of Mr. Campofreda is a sports parade in itself. He played football, basketball and lacrosse while at Western Maryland College, and scored an 18-second knockout against a Navy opponent in boxing. Professionally, he has played football with the Chicago Bears and Washington Redskins, and has wrestled in the United States, Hawaii and Australia.

Mr. Campofreda has been a sportscaster for WBAL for two years. In addition to the Camels *Sports Parade*, he is sponsored daily at 11:05 p.m. by Hutzler's Department Store and Sundays at 6:35 p.m. by Chesapeake Cadillac-Oldsmobile Co.

Seattle Extends DST

SEATTLE City Council has extended daylight savings time beyond Sept. 1 to Sept. 26. Adherence to pattern of eastern cities is tempered somewhat, however, by the fact some Washington communities returned to standard time Sept. 1, and others so remained all summer. Situation has raised particular confusion on rural programs. Decision extending savings time may be extended to cover entire state next year.

FCC Actions

(*Continued from page 82*)

September 8 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Granted CPs for one new Class A and two new Class B FM stations; issued CPs covering cond. grants for three Class A and three Class B FM outlets; issued CPs in lieu of previous cond. to nine FM stations; amended revised tentative allocation plan for Class B FM stations at Forest City, N. C., Bloomsburg and Harrisburg, Pa., and Salisbury, Md., and Georgetown, Del. (See story this issue).

License Renewal

WNDB-FM Daytona, Beach, Fla.—Granted license renewal for period ending March 1, 1949.

September 8 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for renewal of standard broadcast license filed by: KFAC Los Angeles, KRNT Des Moines, KVRS Rock Springs, Wyo., WDUK Durham, N. C., WFBC Greenville, S. C., WGAD Gadsden, Ala., WISH Indianapolis, WNAC Boston, WNAM Neenah, Wis.

Transfer of Control

KBST Big Spring, Tex.—Voluntary transfer of control of licensee corporation from Houston Harte, M. B. Hanks, Edward Barrett, Bonnie Davis, Isabelle Harte, Mrs. Eva M. Hanks and Lt. R. W. Whipkey to William J. Wallace, R. W. Whipkey, Howard Barrett and Lewis O. Seibert, partnership d/b as Big Spring Bcstg. Co. AMENDED to change transferee from partnership to corporation.

Assignment of License

WBAY Coral Gables, Fla.—Voluntary assignment of license from Jas. A. Brown, Ronald C. Johnson, Elbert B. Griffis, Bert Graulich, Chas. H. Johnson, Wm. A. Johnson, Jas. E. Brooker, Chas. E. Cross, Alden J. Woodworth, Frank E. Sater and Frank J. Beougher d/b as Atlantic Shores Bcstg., Ltd. to Atlantic Shores Bcstg. Inc.

Assignment of CP

KCHE El Reno, Okla.—Voluntary assignment of CP from C. C. Woodson, J. T. Carlisle and Ross K. Prescott, partnership d/b as El Reno Bcstg. Co. to C. C. Woodson and Ross K. Prescott, partnership d/b as El Reno Bcstg. Co.

WEKR Fayetteville, Tenn.—Voluntary assignment of CP from R. A. Largen, R. M. McKay Sr., R. M. McKay Jr., J. M. McGrew and Revis Hobbs, partnership d/b as Elk River Bcstrs. to Elk River Bcstrs. Inc.

Modification of CP

KCOM Sioux City, Iowa—Mod. CP new standard station for extension of completion date.

License for CP

WDRC-FM Hartford, Conn.—License to cover CP new FM station.

Transfer of Control

WRRN-FM Warren, Ohio—Voluntary transfer of control of permittee corporation from Perry H. Stevens, Frank T. Nied, Lucy S. Stevens and Evelyn A. Nied to The Tribune Co.

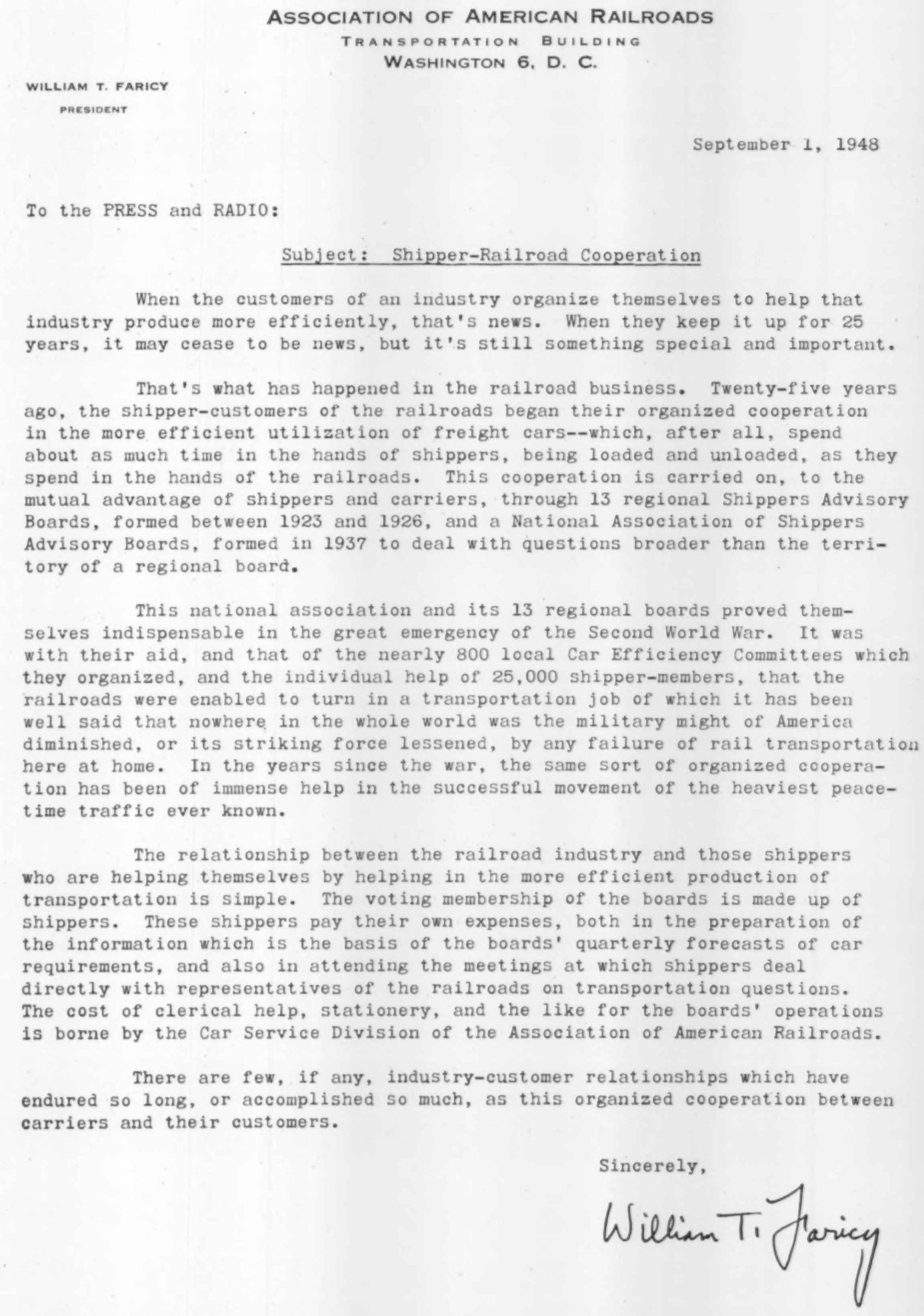
(*Continued on page 97*)

The Most Powerful Advertising Influence in the Southwest

WOAI
San Antonio

50,000 WATTS
CLEAR CHANNEL

NBC Affiliate ★ Member TQN
Represented by Edward Petry & Co., Inc.



ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

September 1, 1948

To the PRESS and RADIO:

Subject: Shipper-Railroad Cooperation

When the customers of an industry organize themselves to help that industry produce more efficiently, that's news. When they keep it up for 25 years, it may cease to be news, but it's still something special and important.

That's what has happened in the railroad business. Twenty-five years ago, the shipper-customers of the railroads began their organized cooperation in the more efficient utilization of freight cars--which, after all, spend about as much time in the hands of shippers, being loaded and unloaded, as they spend in the hands of the railroads. This cooperation is carried on, to the mutual advantage of shippers and carriers, through 13 regional Shippers Advisory Boards, formed between 1923 and 1926, and a National Association of Shippers Advisory Boards, formed in 1937 to deal with questions broader than the territory of a regional board.

This national association and its 13 regional boards proved themselves indispensable in the great emergency of the Second World War. It was with their aid, and that of the nearly 800 local Car Efficiency Committees which they organized, and the individual help of 25,000 shipper-members, that the railroads were enabled to turn in a transportation job of which it has been well said that nowhere in the whole world was the military might of America diminished, or its striking force lessened, by any failure of rail transportation here at home. In the years since the war, the same sort of organized cooperation has been of immense help in the successful movement of the heaviest peacetime traffic ever known.

The relationship between the railroad industry and those shippers who are helping themselves by helping in the more efficient production of transportation is simple. The voting membership of the boards is made up of shippers. These shippers pay their own expenses, both in the preparation of the information which is the basis of the boards' quarterly forecasts of car requirements, and also in attending the meetings at which shippers deal directly with representatives of the railroads on transportation questions. The cost of clerical help, stationery, and the like for the boards' operations is borne by the Car Service Division of the Association of American Railroads.

There are few, if any, industry-customer relationships which have endured so long, or accomplished so much, as this organized cooperation between carriers and their customers.

Sincerely,

William T. Faricy

FEATURE FOR FALL!

Here's a Feature For Fall that can do a real job for you!

The Texas Rangers, stars of stage, screen, and radio, are America's largest and finest group, playing and singing Western tunes. The Texas Rangers have just released a new Bibletone "Cowboy Hymn" album —first of its kind.

The Texas Rangers music is transcribed vertically for high fidelity—America's only vertical cut transcriptions of western music.

You'll find them ideal for either FM or AM. They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE
Texas Rangers
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

The value of products manufactured in Mississippi has increased 411% since 1940. Manufacturing employment is up 67% from 1939 through 1947. WJDX—with 19 years' broadcasting leadership — covers all the most important industrial areas in Mississippi.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the
George P. Hollingbery Co.

Allied Arts

IRVIN ATKINS, co-partner of Atkins-Gilbert Agency, Los Angeles, has been named television director of John Guedel Productions, Hollywood. He will supervise testing of CBS "People Are Funny" and CBS "G. E. House Party" for television this fall.

EDGAR SNOW, former announcer at KSDJ San Diego, has joined U. S. State Dept. in Washington, where he will specialize in foreign language work.

KEN CARPENTER, announcer, has been signed by Jerry Fairbanks Productions, Hollywood, to narrate "Early Bird" film, newest of "Unusual Occupations" series.

DR. ARTHUR L. RAYHAWK has closed Arthur L. Rayhawk Marketing Services of Pittsburgh to join faculty of St. Louis U. and develop Business Research Division there. He will continue to conduct "Opinionaire" radio program from St. Louis. Entire Rayhawk field survey staff, supervised by **VERNA HILL**, will continue to operate under general direction of **CHARLES F. ACKENHEIL**, Guide-Post Research, 205 Blvd. of the Allies, Pittsburgh, Pa.

Equipment

MORTON M. SCHWARTZ, former general sales manager of Universal Camera Corp., has been appointed to similar position for Tele-Tone Radio Corp., New York.

BERT COLE, vice president and general manager Crosley Distributing Corp. (New York), has been elected to firm's board.

RCA VICTOR announces new television receiver which permits better reception in outlying areas, firm claims. Known as 8TV41, set is modification of 8TS30 (table model), and sells for $750, exclusive of taxes and owner service contract.

C. E. KIRKPATRICK has been named Memphis manager of Graybar Electrical Co.; **G. R. MULLER** has been appointed operating manager, Syracuse, N. Y., and **H. M. NAZOR** named manager same branch. **JOHN PORTER** appointed manager in Albany, N. Y., and **R. B. SAYRE** named district manager for Jacksonville, Fla.

STUDENT LISTENING POLLED AT SYRACUSE

POPULAR and classical music programs are equally liked by Syracuse U. students and preferred by 68% of the sample tested. This information was reported by Larry Myers, graduate student at the university, and incorporated in his master's thesis, "A Study of Radio Listening Characteristics of Liberal Art Seniors at Syracuse U."

Checking only the university students, the survey determined when students had their radio turned on, what type program they preferred, information about specific programs, and knowledge of the five Syracuse commercial stations. The survey did not ask directly for program favorites but had students note the hours their radios were on and their favorite program types. Students were then asked to give specific information about programs of the type they preferred.

WSYR Syracuse, the NBC station, is best known for its comedy-variety programs and its Sunday afternoon serious music programs, the survey showed. As if by contrast, the other student favorite is WOLF Syracuse, a local station which emphasizes popular music.

CHICAGO radio executives sign up to promote city's fall Community Fund campaign. Pledging their cooperation are (front, l to r) Harold Stokes, program director, WENR; Frank Faulkner, manager, WBBM; William A. McGuineas, commercial manager, WGN; (back, l to r) Harold Safford, commercial manager, WLS; David B. McDougal, fund drive chairman; Oliver Morton, commercial manager, WMAQ.

FAAG MAPS PLANS FOR 3-DAY FLORIDA MEET

A RECORD attendance is expected by the First Advertising Agency Group for its 1948 convention in Ponte Vedra, Fla., Oct. 19-21 inclusive. Agency of Newman, Lynde & Assoc. Inc., of Jacksonville, Fla., will serve as host during the three-day sessions, which will be held at the Ponte Vedra Inn, famed resort center.

Rules and regulations for the annual FAAG awards contests were announced a fortnight ago in a special bulletin by Milton Simon, partner of Simon & Gwynn, Memphis, Tenn. He urged that all exhibits be submitted to the host agency not later than Sept. 20.

FAAG 1948 awards, consisting of plaques and certificates, will be made for soundness, technical excellence and results obtained by advertising in various classifications. They include: radio, national magazines, professional or trade publications, newspapers, outdoor, and direct mail, among others. Awards also will be made for advertising agency operation in sales presentation and promotion activity fields.

Convention program, currently being prepared, will be announced at a later date. W. Arthur Lee, president of Lee-Stockman Inc., New York, and president of FAAG, will preside at the various sessions. M. Thayer Newman, president of the host agency and FAAG vice president, is in charge of arrangements.

Luck of the Irish

FAITH of Patrick J. Stanton, president of Philadelphia's new WJMJ, in the proverbial "luck of the Irish" is complete. As a good-luck token he brought back with him from his native Emerald Isle last year a 3-inch piece of the famous Blarney Stone. The chip off the Blarney slab now rests atop WJMJ's 402-ft. tubular steel tower. WJMJ, a 10-kw daytimer on 1530 kc, began broadcasting July 10.

OUR
COAL OIL

things that make KGNC the *Tuned-in* station throughout the fabulous Panhandle...

Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air."

KGNC
KC. AMARILLO, TEXAS WATTS

Represented by TAYLOR-BOROFF & Co., Inc. • Member of the LONE STAR CHA

Handiest MIKE ARRANGEMENT YOU'VE EVER SEEN

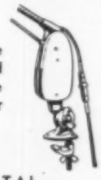
ADAPTED FROM THE POPULAR DAZOR FLOATING LAMP
DAZOR ALONE HAS
THE FLOATING ARM

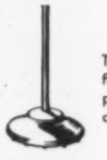
MOVES FREELY INTO ANY POSITION AND STAYS PUT—*WITHOUT LOCKING*

CHOICE OF 2 BASES

UNIVERSAL

With this combination base the Dazor may be clamped or screwed to any surface—horizontal, sloping or vertical.





PEDESTAL

This base, a portable floor-type fixture, is equipped with rubber pads to absorb shock.

From up there to down here is just one *s-w-e-e-p.*

When your microphone is mounted on the Dazor *Floating* Arm, you get the flexibility of a hand instrument without the weight of holding one. A touch of the fingers *floats* the mike from the tall to the short speaker, from announcer to soloist, from interviewer to guest. Once it's placed, the mike remains in that position without fastening of any kind, due to a patented enclosed spring force.

The Dazor pedestal model, illustrated above, extends the reach of the emcee in the studio, auditorium or night club . . . gives him the welcome feeling that he is free from mechanical chores . . . keeps him on top of the program. A universal model, fastened to table, desk or speakers' stand, provides similar assurance for the individual broadcaster or small group.

Plane, train and police dispatchers—who want hands free for writing, typing or chart operations—lose no time with mikes that are readied or pushed back in an instant. In addition to supporting the microphone of your choice, the Dazor *Floating* Arm can be individualized to meet any space or mounting limitations peculiar to your layout.

Phone Your Dazor Distributor for details. If you wish the name of this helpful supplier, write Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo. *In Canada* address inquiries to Amalgamated Electric Corporation Limited, Toronto 6, Ontario.

DAZOR FLOATING ARM
FOR MICROPHONES

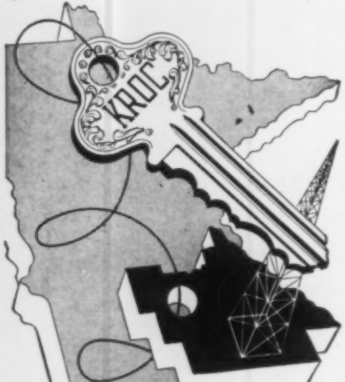
KFMB
(AND KFMB-FM)
Sells
SAN DIEGO

PUT YOUR PRODUCT
IN BEST POSITION

ON THE STATION
WITH BEST POSITION

1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

THE KEY TO
Southern Minnesota



THE TRIPLE MARKET

★ **350,000 INTERNATIONAL** visitors spend $16,800,000.00 every year.

★ **34,000 METROPOLITAN** consumers spend $190,324,000.00 annually.

★ **87,200 RURAL** consumers in the primary coverage area have a buying income of $118,631,000.00.

RESULT: $386,622,000.00 Effective Buying Income in KROC's Triple Market

EVERYONE DIALS TO **KROC** NBC Minn. Network N. W. Network
Southern Minnesota's Oldest Radio Station
Established 1935
IN ROCHESTER, MINNESOTA
Nationally represented by the
John E. Pearson Co.

Technical

E. HAYES WALLER, former technician at WCOA Pensacola, Fla., has been named chief engineer of WTPS and WTPS-FM New Orleans. He succeeds **EDWARD HOLMES**.

CHARLES SHERBURNE has been appointed chief engineer for KSDJ San Diego, to direct AM and contemplated TV activities. **LARRY GOLDING**, formerly with Orthotone Recorders, San Diego, has joined KSDJ as transmitter engineer.

JOHN SCHMURA, JOHN 3. DRAKE IV, and **HAROLD CALDINE** have joined engineering staff of WGAT Utica, N. Y.

RCA ENGINEERING PRODUCTS Dept., Camden, N. J., has announced new light-weight, portable remote amplifier designed to provide high-fidelity audio pickup facilities for AM and FM programs. Known as Type BN-2A, new three-channel amplifier is expected to find wide use in remote pickups as well as in small broadcast studios, and as emergency unit in large studios. RCA also announced new portable tripod dolly, which can be locked to base of a field-type television camera tripod for easy movement of unit during remote location pickup. Dolly is known as RCA Type MI-26042.

PETER C. GOLDMARK, director of engineering research and development for CBS, will present paper on new Columbia Long Playing Microgroove Recording System at September meeting of Chicago Section, Institute of Radio Engineers. New long playing system utilizes slower speed turntable and more closely spaced grooves to give playing time 4 or more times as long as that of conventional records. Improvement in tone quality and reduction in surface noise will be demonstrated.

Satisfied Engineers

"FOR THAT select and romantic breed of engineers who are never satisfied unless they can build their own," an article recently published by Altec Lansing Corp. describes in full technical detail the new AF amplifier kit put out by that company. Kit enables purchaser to own an amplifier possessing unique high quality reception features of Altec Lansing Q-323B amplifier. Charts showing audio characteristics and power output, as well as schematic diagram, are included. Free on request to Altec Lansing Corp., 161 Sixth Ave., New York, or 1161 North Vine St., Hollywood.

EASTERN TRANSFORMER CO., New York, has announced new video receiving antenna which company claims will increase range of TV and FM sets in fringe areas by as much as 15 to 25 miles. Called "Double U," antenna is said to eliminate need for most towers now felt necessary in outlying districts.

FEDERAL TELECOMMUNICATION LABORATORIES, Clifton, N. J., has developed high fidelity studio-to-transmitter radio link meeting all applicable FCC regulations for FM broadcasting, firm states. New link eliminates wire and cable circuits between studio and transmitter. Designated FTL-11-A, link operates in 940 to 952 mc band and permits program up to line of sight ranges of approximately 30 miles.

JOHN WILEY & SONS, New York, announces publication of four new books of interest to radio industry: "Ultrahigh Frequency Transmission & Radiation" by Nathan Marchand; "Introduction to Applied Mathematics" by Francis D. Murnaghan; "Fundamentals of Electric Waves" by Hugh Hildreth Skilling and "Radio Receiver Design" parts I and II. All publications are available from John Wiley & Sons 440-4th Ave., New York.

WFIL and WFIL-TV Philadelphia recently carried six-day "running story" of Boy Scouts marathon. Purpose of marathon was to carry messages from Mayor of Philadelphia and other mayors along route to Gov. James H. Duff at Manada Gap to emphasize need for State action to preserve historic Horseshoe Trail.

10-w Satellite Approved For Hornell FM Station

AN FM SATELLITE station has been authorized by FCC for WWHG (FM) Hornell, N. Y., after the station used a helicopter to find out that increased antenna height wouldn't solve its coverage problems.

The grant, a six-month special service authorization, is for a 10-w satellite which, since co-channel boosters aren't satisfactory in FM, will operate on Channel 285 (104.9 mc) while the main transmitter operates on No. 287 (105.3 mc) with 3 kw and an antenna height of 580 ft.

The satellite is designed to conquer reception problems due largely to local terrain, FCC authorities said. The Commission reported: "Previous efforts to remedy the situation by reorienting or changing position of receiving antennas proved unsuccessful. Tests . . . with a transmitting antenna supported by a helicopter 400 feet above the transmitter gave no appreciable improvement." WWHG is owned by the W. H. Greenhow Co.

Poll by Farm Editors Shows Sponsor Policies

TWO-THIRDS of state agricultural extension services permit their agents and specialists to take part in sponsored broadcasts, according to a survey of the Radio Committee of the American Assn. of Agricultural Editors.

Based on replies from 37 states, prepared by Burnis Arnold, of Oklahoma A. & M., committee chairman, the survey showed that 53% of stations have no written policies on sponsored programs, with 42% having written policies and 5% not answering. Thirty-one per cent said they had "problems" in use of material or personnel on sponsored shows, 64% said no problems, 5% no answer.

The study showed that most commercial stations provide adequate facilities for farm officials, with main objection being that sometimes the hour allotted doesn't suit farm listeners.

OVERSEAS RADIO JOB WITH ARMY ARE OPE

JOBS for a radio control offic and radio information speciali paying $6,540 and $7,794 yearl respectively, are available at th Overseas Affairs branch of th Army in Chicago, BROADCASTIN was told last week.

The control officer, who will b assigned to Germany for a tw year period, will be in charge o operating the Army's Germa language station, and must kno the language fluently, Army spoke men said. He will be required t revise, write and produce program supervise construction of studi and other facilities, train Germa civilians in the industry and manage all budgetary and fiscal matters.

The information specialist, wh will be chief of public service programs, will work with and advis members of the Program Plannin section of the Broadcasting Cor of Japan in building network an regional programs in culture an public service. Minimum qualifications call for network experienc in planning and/or execution o public service or cultural program executive ability to apply judgme to script content and a bachelor o arts degree, or higher, in sociolog or political science.

The Overseas Affairs branch address is 1660 E. Hyde Park Blvd Chicago.

Turntable

FREDERIC W. ZIV Co. has appoint **HARRY ELDRED**, program manag of WEEK Peoria, Ill., as its repr sentative, with headquarters in Peori

CHARLES MICHELSON Inc., New Yor radio transcriptions firm, has a nounced that its series, "Music Comedy Theatre," has been signed Lever Bros. for use in South Afric through J. Walter Thompson Co.

COLUMBIA RECORDS has announc it will sponsor two week tour New York Philharmonic - Symphon Orchestra beginning Sept. 20, prior its regular New York season. Leopo Stokowski will conduct the 14 co certs, which will take orchestra far west as Wisconsin.

It's No Bull

"VIC" DIEHM SAYS:

—when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone). And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

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For further information write to
Vic Diehm c/o WMGW
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Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

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FOR EXAMPLE —

PRESTO Recording Equipment

aybar Electric Company brings to broadcasters fine ording equipment at reasonable prices.

The Presto 8DG recorder *(above)* is a heavy-duty mane. It is directly gear-driven at both speeds by a separate tor for each speed. Results: no total speed variation; ctically no mechanical background noise.

For stations with small budgets, rim-driven Presto 6N d 8N recorders are ideal. Hundreds of stations through- the world use them.

For correct characteristics, ample peak power, and minim distortion, Graybar recommends Presto recording plifiers and equalizers.

Graybar has *everything* you need in broadcast equipment a power increase or a whole new station . . . *plus* everying for wiring, lighting, ventilating, and signaling — indoors out—for studio, office, or transmitter. The nearest Graybar oadcast Equipment Representative will be happy to help u plan any broadcasting installation. *Graybar Electric mpany, Inc. Executive offices: Graybar Building, New rk 17, N. Y.*

4825-1

istributor of *Western Electric* Broadcast Equipment

VIA 101 GRAYBAR "STATIONS"

. . . the nation's broadcasters get:

Amplifiers (1) *(See key to numbers at right)*
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

. . . made by:

(1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Par Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant

via GraybaR

VERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

These are the Graybar Broadcast Equipment Representatives in key cities. There are Graybar offices in 83 additional cities.

YORK
. Sweeney, Watkins 4-3000
HMOND
. Toms, Richmond 2-2833
ELAND
S. Rockwell, Cherry 1360

BOSTON
J.P.Lynch, Kenmore 6-4567
ATLANTA
E. W. Stone, Cypress 1751
PITTSBURGH
R. F. Grossett, Court 4000

PHILADELPHIA
G. I. Jones, Walnut 2-5405
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
DETROIT
P. L. Gundy, Temple 1-5500

CINCINNATI
J. R. Thompson, Main 0600
ST. LOUIS
J. P. Lenkerd, Newstead 4700
SAN FRANCISCO
B. R. Cole, Market 5131

CHICAGO
E. H. Taylor, Canal 4104
KANSAS CITY, MO.
R. B. Uhrig, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321

MINNEAPOLIS
W. G. Pree, Geneva 1621
DALLAS
C. C. Ross, Central 6454
SEATTLE
D. I. Craig, Main 4635

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FROM AL
BUFFINGTON

NOW WE'RE ON
BOTH COASTS!

We're keeping pace with expanding radio and television activities . . . by opening a new office on the West Coast. We're expanding our list of shows, too, with a brand new television version of our famous "Quiz of 2 Cities". Our new show is called "Viz-Quiz of 2 Cities" and has the same elements of successful programming and merchandising. Incidentally, our "Quiz of 2 Cities" is still available in several markets. It will pay you to get the facts fast—from either of our two offices!

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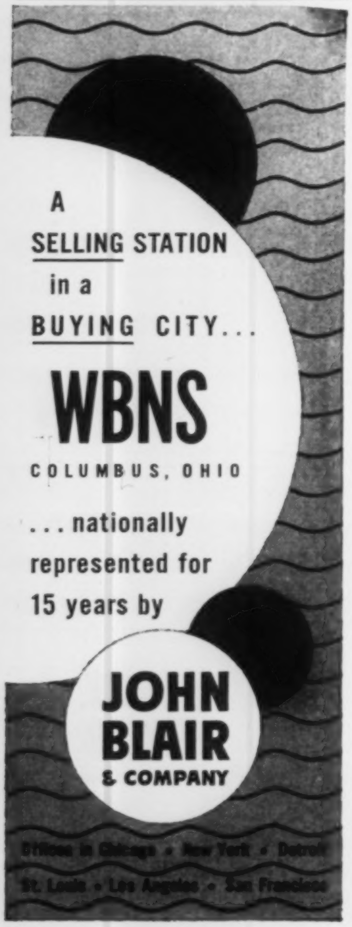
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St. Louis • Los Angeles • San Francisco

Promotion

TO REMIND radio editors of "Lux Radio Theatre's" return to the air Aug. 30 (CBS, Mon., 9-10) with "I Remember Mama" as opening program of new season, six teaspoons were sent editors as a "remembrance to the mama in your family" with the card of William Keighley, producer of series. Program is sponsored by Lever Bros. Co., Cambridge. Agency is J. Walter Thompson Co., New York. Spoons will be mid-September premium offer on program.

Salesman's Booklet

AS AID in overcoming "the state of paralysis which exists among salesmen at all levels in today's radio and television markets," Motorola Inc., Chicago, has published "Things Every Good Salesman Knows," 24-page booklet which will be circulated nationally to dealers by firm's distributors. Describing apathy of postwar salesmen because they are unaware of present buyer's market, brochure explains in five steps how to sell successfully. It stresses need for salesman to know product, make use of more demonstrations and use national and local advertising and dealer helps. Back pages of the booklet, which was prepared by Gourfain-Cobb agency, Chicago, include questions and answers regarding television.

Repeat Performance

SPORTS fans in Cedar Rapids, Iowa, recently were able to witness some old-time baseball. Tait Cummins, sports director of WMT, turned sports calendar back 22 years to stage replay of Iowa's most famous baseball game. Repeat performance was by old-time players who participated in history's longest baseball game—54 innings between town teams of Ryan and Cascade, Iowa. Major league record of 26 innings between Brooklyn and Boston, pales by comparison with Iowa marathon. Original game between these two "red-hot" teams ended when Cascade eked out 1-0 triumph. Mr. Cummins gave Ryan opportunity for return game when he interviewed the original team members on his WMT evening sports show. Old uniforms came out of mothballs—crowds appeared to witness, and Cascade lost again, 18-11.

Get Acquainted

TELEVISION in Washington becomes medium for acquainting citizens of Nation's Capital with their local civic organizations when The Hecht Co., local department store, presents "Civic Washington Speaks" on station WNBW, NBC's Washington TV outlet. Program will be seen via television each Fri. 8-8:15 p.m., with Announcer Verne Hansen interviewing guests for week. Weekly telecast will feature leaders from local government, citizens groups and civic organizations who will discuss and demonstrate the part their organizations play in life of community.

Rehabilitation of Blind

AIMED at promoting employment of blind persons, as well as correcting false ideas in public mind about what they can and cannot do, Federal Security Agency has produced dramatic transcription series titled "Unsung Victory." Series has four purposes: (1) to correct common false impressions about what blind can and cannot do; (2) to counteract emotional attitudes which result in social prejudice against blind; (3) to promote employment of blind persons by informing employers and public that important functions in every type of work can be done without sight; and (4) to tell blind civilians how they can be helped into gainful employment through State-Federal vocational rehabilitation services. All case histories used are about real people in various communities across the country. Series is available without cost to all stations from their State Rehabilitation Agency for the blind, or from Federal Security Agency, Office of Vocational Rehabilitation, Washington 25, D. C.

Aero Ads

AERO ADS are now being used by WMCA New York and WNJR Newark, N. J. Test campaigns in flights over New York and New Jersey beaches have proven highly successful, stations report. Accounts handled by National Visual Broadcasting Co., New York and Elizabeth, N. J.

Birthday Cake

LISTENERS to KGVO Missoula, Mont. have been asked to name Rex Flour's 55th anniversary birthday cake from ideas submitted in official contest recipe. KGVO has official contest blanks for its listeners. General Mills Pressure-Quick Saucepan and Tru-Heaterons will be offered as prizes.

'Operation Fulltime'

"OPERATION FULLTIME" is theme of WHB Kansas City, daytimer for past 18 years, now on air fulltime with increased power of 10,000 w, and new frequency of 710 kc. In large book, WHB outlined its campaign to spread news of new status. Booklet carries ads used, letters sent, pictures of events preceding and connected with opening, plus reprints of stories published in various newspapers and magazines, congratulations from celebrities and network stars and three page spread on testimonial dinner given in WHB's honor.

Personal Appearance

AS TIE-IN with Gene Autry's personal appearance at Chicago's Oriental Theatre WBBM Chicago is offering contest prizes (phonograph record albums, theatre tickets) to listeners who suggest "most interesting title for a song and tell in 25 words or less the subject of the ballad." The singing cowboy will supply words and music for best idea. Letters will be judged by Mr. Autry, John McCormick, who conducts station's "Matinee at Midnight," and WBBM Music Director Caesar Petrillo.

TV and Electrical Living

TWELVE solid hours of television are slated by WGN-TV, WBKB and WENR-TV Chicago each day during National Television and Electrical Living Show, sponsored by Electric Assn., at city's Coliseum, Sept. 18 to 26. Technicians from WGN-TV, WBKB, and WENR-TV, which will make its debut Sept. 17, have arranged for audiences to see actual programs televised and reproduced on large screens in same studi from 11 a.m. to 11 p.m. Radio a video receivers will be exhibited, alo with miscellaneous electrical applianc

WTOP Postcard

POSTCARD promotion from WTO Washington has been distributed trade. Card shows cartoon drawing Arthur Godfrey stating, that "owni a drug store in Washington, D. C. like owning a share of Fort Knox . People in Washington shelled out clo to 50 million dollars over drug sto counters last year, and if you want share of all that dough, better p your product on . . . WTOP."

Letter Openers

PLASTIC LETTER openers have be distributed to agencies and advertise by CJBC Toronto. Attached note te of new 50-kw transmitter on 860 On Sept. 1 station inaugurated n transmitter and moved to new f quency.

'Errand of Mercy'

NEW TRANSCRIBED dramatic seri "Errand of Mercy," starring top Holl wood talent, has been announced American National Red Cross, whi said stations may obtain program public service feature through R Cross chapter in their communi Series will include 26 15-minute dram tized stories based on facts from R Cross files. Transcriptions will shipped from Hollywood directly to s tions on booking the series throu their local Red Cross chapters.

Promotion Pamphlets

WCSI (FM) Columbus, Ind., throu its national representative, Rural R dio Co., has arranged for national d tribution of its promotion pamphl "WCSI Has a Story to Tell," and latest promotion sheet for national a vertiser, "Who Said FM Has No Liste ers."

Promotion Personnel

PEGGY COMFORT has been named n assistant in promotion department KVOO Tulsa, Okla.

HANK SERRO has joined publicity d partment of CKEY Toronto, as assista to **GORDON ALLEN**, recently nam promotion manager.

MARY CONLEY, former actress Walter Winchell program and st writer for ABC, has been named s cial promotions and productions dir tor WPGH Pittsburgh.

CHICK KELLY, publicity director WCAU and WCAU-TV Philadelphia, the father of a girl, Veronica.

Fordham Instructors

INSTRUCTORS for the 10 radio and television classes to be offered at Fordham U. this fall will be as follows:

Worthington T. Miner, CBS television manager; Dorothy Engels Klock, WNYE New York; Ernest Ricca, producer; Tom O'Brien, freelance announcer; Judson La Haye Jr., WFUV Fordham assistant manager; Arthur Hull Hayes, station manager, WCBS New York; Joseph A. Moran, vice president, Young & Rubicam, and Charles Hubert, FCC regional attorney.

This is A COMBINE

Cutting and threshing grain while moving through the fields, the combine is the best means of harvesting the rich, golden wheat . . . just as K-TRIPLE-X is the best means of reaching the rich buying potential of the High Plains area!!!!!

KXXX Your High Plains Station

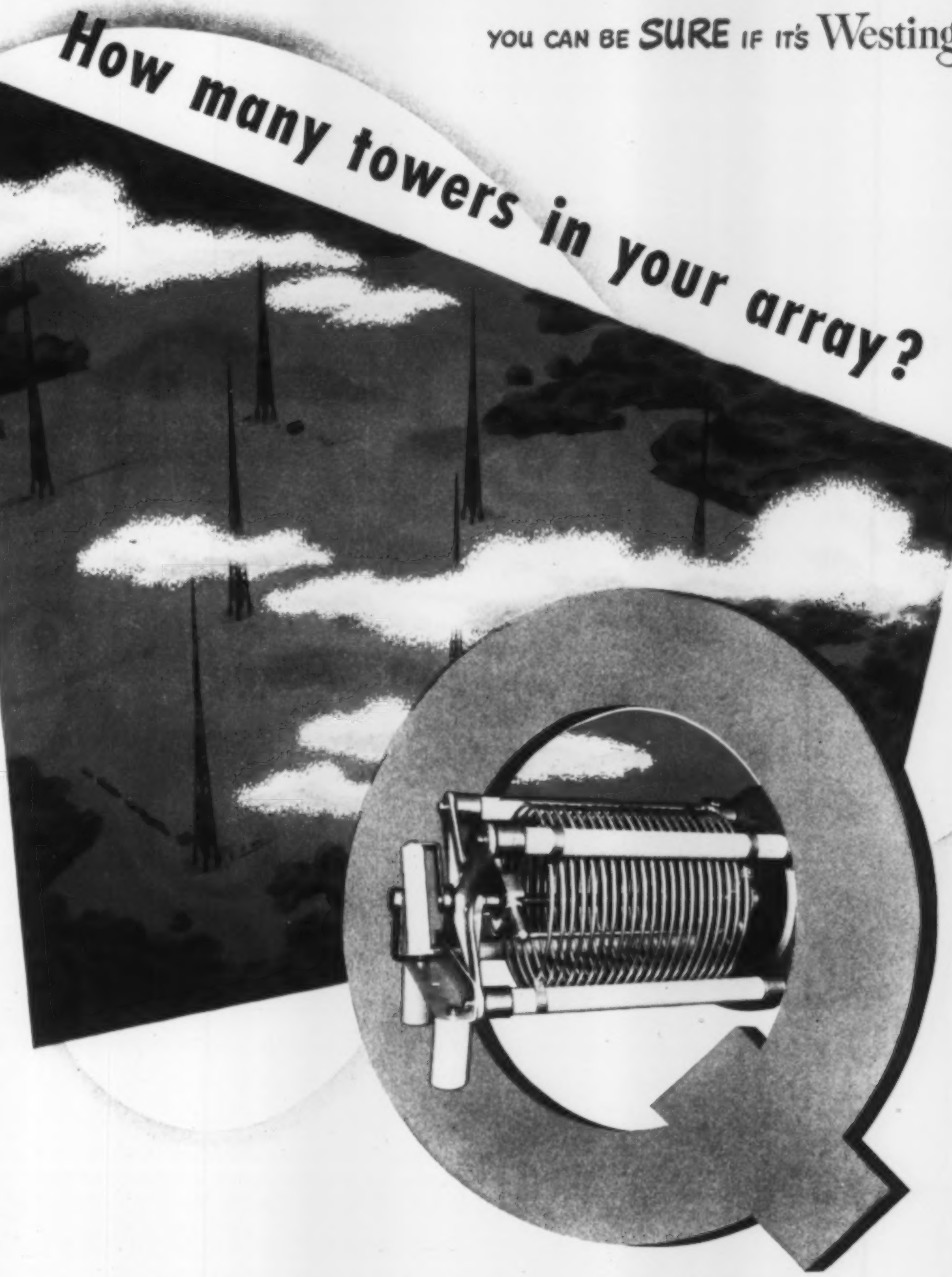
Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

YOU CAN BE **SURE** IF IT'S Westinghouse

How many towers in your array?



. M. Brasseur can help you in the lwestern area. It's his job to ork with your Westinghouse ansmitter salesman in helping u with all of your broadcast oblems . . . from planning operation. Mr. Brasseur, e of several Westinghouse ectronic sales engineers, s had wide experience with estinghouse since 1925. The st twelve years he has ecialized in broadcast and mmunications sales engiering . . . now supervising Westinghouse broadcast les activities in the Midstern area.

The more towers in your array, the more important Q becomes.

You can't afford to lose power in the coils of your branching, phasing and matching networks . . . and you won't, if you use Westinghouse coils because:

1. They are designed and constructed for high Q
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4. Positive contact is assured by a coil spring shielded from rf

These coils are made in three types . . . continuously variable, vernier and fixed. They are used in conjunction with other dependable components in stable circuits . . . providing efficient, reliable equipment which is easy to operate.

Ask or write for Bulletin 81-180 which gives you the full details of this and other Westinghouse branching and coupling components.

For complete information, call your local Westinghouse representative today or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02155

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IF you are a BROADCASTING subscriber on Oct. 11, you will receive as a bonus, a *free* copy of this fact-packed MARKETBOOK. This volume comes with your regular weekly edition securely wrapped in a heavy-duty envelope.

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MARKETBOOK Special

WENR-TV PROMOTES OPENING

ABC's Chicago Video Outlet Spreads the Word About Its Sept. 17 Premier

BARRAGE of letters, pretzels and a parade of beautiful women are reminding Chicagoans this week that WENR-TV, ABC key Midwest outlet and Chicago's third television station, will have its premier, Sept. 17. Highlight will be Paul Whiteman and his orchestra playing the George Gershwin classic, "Rhapsody in Blue."

WENR-TV will be the "finest station in the Midwest," in the opinion of Frank Marx, vice president in charge of engineering for the network, who conferred with technicians in Chicago last week. Reasons for this, he believes, are the height of the antenna, highest in the city, which is installed atop the Civic Opera Bldg. on the outskirts of the loop—and adoption of Channel 7, a higher frequency which will be subject to "less interference from non-broadcast transmitters."

Studios and transmitter are located in the north wing of the Chicago Civic Opera Bldg. [BROADCASTING, Aug. 30], which has been rented on a long term lease.

More than 2,000 television dealers in the area have received letters, window signs and counter cards about the opening, and 5,000 pretzels, with a large "7" and the message "This is the new twist—in television dials it's to Channel 7," will be distributed before the 17th. In conjunction with the National Television Show at Chicago's Coliseum Sept. 18 through 26, ABC is sponsoring a "Miss WENR-TV" contest, with the winner vying for election as "Miss Television."

Special teaser-announcement copy heralding T-Day, is used daily on WENR, ABC's AM station, and this is telecast also two hours daily during TV test pattern time. Two days before the opening, handkerchiefs will be dropped in various parts of the city, with finders receiving award. Reprints of the opening day program schedule will be sent to 2,500 key clients and agencies.

WXYZ-TV NAMES TWO TO PRODUCTION POSTS

GROWING video staff of WXYZ-TV Detroit, due to begin operation Oct. 9, was further augmented as the station announced additional appointments last week. A total of 70 persons are expected to complement the staff by the opening date, according to John Pival, manager of television programming for WXYZ-TV.

Latest additions are Dave Green, former producer-director of Marshall Templeton Inc., Detroit, and Leonard Pike, previously associated with WTMJ Milwaukee. They have been placed in charge of production duties at WXYZ-TV. Mr. Pival has been relieved of his AM production duties by Boyd Lawler and Jack Rellis.

Other changes: Leonard Kamins, former account executive and creative supervisor at Brooke, Smith, French and Dorrance, becomes telesales director; Donald Zuehlsdorff, ABC newswriter, takes over publicity for both TV and AM, and Charles Kocher, director of engineering, assumes TV duties in that department.

In line with staff additions, WXYZ has been conducting talent auditions for its TV and AM dramatic shows. Station producers tested about 25 hopefuls, ranging from Powers models to experienced stage actors. Those auditioning successfully may be used on video for such Detroit-originated programs as *The Lone Ranger*, *Challenge of the Yukon*, and *The Green Hornet*, it was stated.

Station also announced that Don Hallman, who was named remote director, will direct all football telecasts of Detroit Lion night games. Mr. Hallman formerly was associated with NBC and CBS.

Three Assigned to UN Paris Assembly by CBS

CBS has assigned three of its top foreign newsmen to cover the United Nations General Assembly which opens in Paris Sept. 21.

Larry Lesueur, the network's UN correspondent, is scheduled to leave New York for Paris today, (Sept. 13). Howard K. Smith, chief European correspondent with headquarters in London, will leave his post there for the French capital, where he and Mr. Lesueur will join David Schoenbrun, the network's permanent Paris correspondent.

MBS Board to Meet

THE QUARTERLY meeting of the Mutual board will be held Sept. 14 at Hot Springs, Va.

INDIANAPOLIS MERGE NOT TO AFFECT RADI

THE MERGER of the *India apolis News* and the *Indianapol Star* under one management doe not affect the ownership of th radio stations—WIBC and WIR Indianapolis—with which the news papers have been respectively as sociated, spokesmen said last week

The Richard M. Fairbanks fam ily, which published the *News* an which owns 30% of the new news paper corporation, will continu to own WIBC, while WIRE wi remain in the ownership of th Eugene C. Pulliam interests, whic owns 70% of the new newspape firm.

Plans are under way for assign ment of the WIBC license fro Indiana Broadcasting Corp., th present licensee, to a new radi company to be known as WIB Inc. But spokesmen said the owner of WIBC Inc. will be the sam as the owners of Indiana Broad casting Corp.

The new newspaper corporatio Indianapolis Newspapers Inc., headed by Mr. Pulliam with hi wife, Mrs. Nina Mason Pullian as secretary, and Mr. Fairbanks representing his family's interest as third member of the board.

Under the newspaper merge stockholders of the *News* receive in debentures approximately $4 500,000, representing current asse of the *News*.

Mr. Pulliam, who also ow WAOV Vincennes, Ind., meanwhi was quoted as saying that acquis tion of control of the *News* marke the end of his newspaper expa sion. He also publishes the Pho nix, Ariz. *Republic* and *Gazet* and heads the Muncie, Ind. *St* and *Press;* Vincennes *Sun Co mercial;* Huntington, Ind. *Heral Press*, and Lebanon, Ind., *Reporte*

WIBC operates on 1070 kc wi 5 kw but has a grant for 50 k WIRE is on 1430 kc with 5 k

Stays With Biow

LES HANA, previously report quitting as manager the San Fra cisco office of Biow Co. [BROA CASTING, Aug. 23], has decided retain the position.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522
IN WASHINGTON MET. 0522

Gates Radio Company
Quincy Illinois

REPARING for coming grid season, KSFO San Francisco, launched its "Football Warmup" program with ee of gridiron's greats as guest stars. nn S. (Pop) Warner and two great- players he coached, Jim Thorpe, dian athlete of Carlisle, and Ernie vers, All-American Stanford fullback, e interviewed by KSFO's Hal Parkes, opening broadcast. The 15-minute otball Warmup" program will pre- e each football broadcast on heavy edule KSFO will carry this season. Vogel, San Francisco Chevrolet ler, sponsors broadcasts, and Smith, l & McCreery is agency.

'Salute Days'

ALUTE DAYS" honoring five Wis- sin cities are being aired each dnesday during September by WTMJ WTMJ-FM, Milwaukee, with his- ical highlights of city supplemented guest speakers and vocalists. Cities ored include Beaver Dam, Fort At- son, Manitowoc, Waukesha and Port shington. "Salute Day" activities in at 5:30 a.m. with invocation and p of the Morning," followed by cy Grey's "What's New," which de- bes an unusual city project. Tele- on program on WTMJ-TV is aired p.m., followed by narration of city's ory and an interview with the ror on "Radio City Orchestra." rts events and music conclude day 12:30 a.m.

Sports Round-Up

WEST FM listeners will get com- e sports round-up after all local and onal sports when WCSI (FM) Colum- Ind., starts new five minute sports w. Program, "Your Sports Roundup," be aired direct from point of origi- ion of sporting event which station broadcasting. Dick Jackson, WCSI rts editor, will handle program.

'Operation Camid'

NS, planes, tanks, battleships and AR-TV Baltimore were there when eration Camid" assaulted Bloods- th Island in Chesapeake Bay, and e through amphibious operation at inia Beach. Task Force 82, with ny, Navy, Air Force and Marine ps elements fused as a team, joined mphibious warfare to simulate real- beach operation for Camids—The ets of West Point and Midshipmen Annapolis. Joseph DiPaola, WMAR- staff cameraman, lived with soldiers, ors and marines for four days and made beach-head with attacking troops. Paratroopers, dropped in assault, hundreds of assault boats, and over 155 jet and fighter planes, are pictured in on-the-spot motion picture account which has been made into 15-minute documentary film for presentation over WMAR-TV. In production, the documentary film employs sound effects with all cacophony of modern warfare.

RJN-FM Racine Starts peration on 100.7 mc

ERATION of WRJN-FM Ra- e, Wis., was inaugurated Aug. Station is on Channel 264, 100.7 with 15 kw. It is licensed to cine Broadcasting Corp. and plicates WRJN programming.

An RCA 3-kw transmitter is in with a four-section Pylon an- na mounted on a 280 ft. tower. 10-page section of *The Racine rnal-Times* of Aug. 25 outlined operation and background of new FM station.

21ST
YEAR

REGIONAL
PROMOTION
CAMPAIGNS

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McCollister**

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Shows with a Hollywood Heritage ★ Member N·A·B·

Programs

Children at Play

SOME critics believe children resort to many hair-raising forms of play, but WCKY Cincinnati has found one that does no harm. Station learned recently that one of its programs was being reenacted by two little girls. A Cincinnati resident answered her phone and a childish voice said it was Bill Dawes' WCKY quiz program. Playing along, the lady answered questions about President Truman; where is his home; what are his politics; when did he become President; what kind of neckties does he like, etc. Then she missed one about his favorite song. "We're sorry," said the child, "but that was wrong. If you had guessed that, you would have won 2,000 pennies. But you did very well, so we're sending you two pennies anyway." In next day's mail came a letter enclosing two pennies and signed "The Bill Dawes Quiz Program."

'Lady O' Charm'

SPECIAL COOKING show will be conducted on WXYZ-TV, ABC's Detroit video outlet which begins telecasts Oct. 9, by Edythe Fern Melrose, WXYZ's "Lady O' Charm," from kitchen of her $75,000 "House O' Charm" being constructed at Lake St. Clair, 12 miles from Detroit. Show will be televised once weekly.

Warns Motorists

HOW MOTORISTS become traffic hazards and carelessly delay delivery of fire apparatus was dramatized recently in WMAQ Chicago wire-recorded broadcast from cab of a fire department truck as it sped through crowded city streets to save the life of an 18-month-old child. Spending a day on special-duty fire truck, Leonard O'Connor, WMAQ announcer, aired running account of how cars, trucks and street cars disregarded screaming siren en route to child with inhalator equipment. Although child was revived, Mr. O'Connor pointed out that few moments delay because of traffic tangles could prove fatal to similar victim.

Old-Fashioned Melodrama

SO POPULAR among Central New England listeners was an original old-fashioned melodrama on WTAG and WTAG-FM Worcester, Mass., five-a-week "Julie 'n' Johnny" program, that Julie Chase is preparing a sequel to "The Face on the Barroom Ceiling," show's first dramatic offering. Listeners are invited to hiss villain, cheer hero, and weep for heroine in each of these one-acters.

'This Is New Jersey'

"THIS IS NEW JERSEY," new series which will form part of "in school" listening programs, is to be aired on WTTM Trenton, N. J. Prepared by N. J. Department of Economic Development and produced by WTTM, program will consist of 15-minute dramatizations on current and historical events, traditions, business development, community ventures, distinguished residents, and government projects of particular significance to the state.

Chicago Bears on TV

MIDWEEK "Chicago Bears Quarterback Show" will be aired over television this fall. Show featuring comments and highlights of preceding Sunday's games will enable fans to see and hear the outstanding moments of games without competition from overloaded weekend broadcast schedules. Television Productions Inc. is producing series, which will be made available to TV stations.

Soil Conservation

TELEVISION went to the farm on Sept. 11 when KMOX St. Louis televised Soil Conservation Field Day. Hundreds of men with numerous pieces of modern farm equipment demonstrated the complete making over of the 197 acre farm of Alvin T. West Jr. near Fulton, Mo. Contour plowing contest, with cash prizes and plaques awarded to winners was one of high spots of day. Show was sponsored by KMOX and St. Louis and Fulton Chapters of the Friends of the Land, who are affiliated with their respective Chambers of Commerce.

'Starlight Symphony'

THE BEST in classical music by the masters and moderns is theme of "Starlight Symphony," heard each night on WMNB North Adams, Mass. Comprehensive program notes contain factual and critical comments on lives of composers, and works being featured. Program is heard from 9:30-10:30 p.m. weekdays and 9:00-10:30 p.m. Sundays. Station offers monthly publication listing in advance works to be played each month.

TV Puzzle

TWO GUESTS have chance to match wits each week when they attempt to solve crossword puzzle during "Crossword Puzzle Club" on WSPD-TV Toledo, Ohio. Each guest in turn trys to fill in a word in puzzle. If he misses, other person may elect to give same word or select another. As words are given they are filled in on plastic diagram box which is flashed on television screen.

Contestants Organize

PEOPLE who have been making it a profitable hobby, or even business, to participate in every prize contest on the air have finally formed their own organization. "Win-Sum Contest Club" of Boston, on its own stationery, announced to WLAW Lawrence, Mass., its purpose is to bring together occasional, consistent and prospective contestants to exchange information bearing upon winning answers. Station suggests it may be ironic that contestants are organizing at time when FCC has already scheduled hearings for purpose of deciding whether or not these contests should be ruled off the air.

TOP NEW HITS
4 big "DJ" platters for your turntables from RCA VICTOR
FREDDY Martin
In the Market Place of Old Monterey
and
BETTY Rhodes
Buttons and Bows
DJ-555
The Three Suns
The Element of Doubt
and
Lonzo and Oscar
Watching the Girls Go By
DJ-556
Sons of the Pioneers
My Feet Takes Me Away and The Missouri is a Devil of a Woman
DJ-557
JACK Lathrop
Hair of Gold and You Call Everybody Darlin'
DJ-558
RCA VICTOR RECORDS

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager — 250 watt MBS affiliate in Iowa. Thorough knowledge of radio advertising, proven ability to sell and creative qualities necessary. Salary and overhead or draw open. Tell all first letter. Enclose references. Write Box 370, BROADCASTING.

Wonderful opportunity for manager, 250 watt network station in good market. Doing above average in sales. Will sell 49% for $20,000, and pay $5,000 salary. Reply Box 664, BROADCASTING.

Salesmen

Transcription salesmen—All sections. Popular line of jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

Salesman—Experienced time salesman with proven selling ability capable producing results competitive market. Willing pay top salary. WAND, Canton, Ohio.

Salesman wanted immediately by regional daytime network station in area over 100,000 population. Guaranteed draw for limited time, 15 percent commission. Box 620, BROADCASTING.

OPENING FOR
SALES MANAGER
IN MAJOR MARKET

Ability to promote broadcast sales in major market on highly competitive basis. Must have at least 10 years sales experience in radio advertising. Unlimited opportunity for the man who can qualify. Send complete information regarding salary, past positions and date available first letter. Confidential.

BOX 604, BROADCASTING

Experienced time salesman interested in permanent position with growing FM radio station in New York State. Give full details. Box 639, BROADCASTING.

Opening available New York State for livewire with car, representing several radio productions, generous commission. Box 646, BROADCASTING.

Salesmen (transcription - engineering) calling on stations. Non-conflicting sideline. Good commission. Box 663, BROADCASTING.

TRANSCRIPTION LIBRARY SALESMAN

Wanted: To Travel. Commission basis. Every station can use our large repertoire, augmented monthly. Library sells at a low monthly rental. Must have car. Answer giving us your past experience. A hard worker can make real money. Box 673, BROADCASTING.

Help Wanted (Cont'd)

Sales executive needed for progressive, modern, livewire radio station, upper section of south. Must be well experienced in radio advertising for several years with plenty of intelligence, enthusiasm, a quick-thinker, a man who knows the score. High flat guarantee plus guaranteed high commissions. Large list of active accounts at the start. Send photograph and complete details of experience and qualifications to Box 650, BROADCASTING.

Account salesman has tremendous opportunity with progressive sports, music, news, station in large city near lakes and mountains. Guaranteed high income. Rush complete details about self to Box 651, BROADCASTING.

Announcers

Announcer-control board operator willing and able to work on GI Bill of Rights. Somebody with initiative who is willing to work in exchange for varied experience in all types of announcing. Box 411, BROADCASTING.

Announcer. Versatile, capable, experience in all phases. Send audition disc and give detailed information about yourself, previous experience, salary expected, when available. WAKR, Akron, Ohio.

Wanted: two combination men, emphasis one, sports announcer. Other capable chief engineer. WSSO (Mississippi State College), Starkville, Mississippi.

Announcer wanted by 50,000 watt CBS affiliate. Do not apply unless you have ability to punch commercials. Good voice, versatility of performance, reliability, congeniality and initiative are prerequisites. Send audition disc, complete background and references to KWKH, Shreveport, Louisiana. No applications considered without disc.

Wanted — Experienced announcer for general staff work. Prefer single man. Immediate employment, permanent position. WKBH, LaCrosse, Wisconsin.

Technical

Wanted—Transmitter engineer for North Carolina daytime station. Prefer single man with car. Experience unnecessary. Starting wage $45.00 weekly. Box 558, BROADCASTING.

Need chief engineer with experience to take over 250 watt station in Texas. Also, need three or four engineers with and without experience to work at new 5000 AM and FM station to be completed around December 1, 1948. Contact Chief Engineer, KPLT, Paris, Texas.

Wanted—Operator, include in application typing ability, audition record. Starting pay $40 per week. Write or wire Chief Engineer, KVOC, Casper, Wyoming.

Wanted—A chief engineer, not just a licensed engineer. Also one engineer-announcer. Contact W. E. Johnson, Manager, WDFC, Americus, Georgia.

Combination engineer-announcer wanted for progressive midwest 250 watt network affiliate. Send disc, salary expected, all information in first letter. Box 636, BROADCASTING.

Chief engineer, $5000 investment brings you 20% ownership, plus substantial salary with new station. Inquire immediately. Box 647, BROADCASTING.

Operator-announcer wanted. First class ticket with accent on good announcing. Must be experienced. $65.00 to start. Air mail full details, photo, and audition disc to KNOG, Nogales, Arizona.

Operator. $48 weekly. No combination work. Prefer unmarried man. WEGO, Concord, N. C.

Production-Programming, others

Wanted—Experienced home economics director to run daily broadcast from modern kitchen studio. Send complete details and photo first letter. Box 567, BROADCASTING.

Help Wanted (Cont'd)

PROGRAM
DIRECTOR
WANTED

An opportunity at once for a topflight man for a station that has been on the air for 25 years. In third largest metropolitan market. Must have ability to produce live audience and build show. A knowledge of good copy, music, production, publicity and a willingness to cooperate with sales department. Write full details including past positions, salary, date available in first letter. Box 603, BROADCASTING. *Confidential.*

Program manager. Man around 30 to 35 or under, with all-around experience in independent station operation. Applicant must know music and how to schedule it—announcers and how to pick 'em, train 'em, handle 'em—all phases of sports, news, special events and public service broadcasting; have ability to make contacts, set up and produce outstanding feature broadcasts, etc.; build top commercial shows and work closely with sales department; have organizing and executive ability. Here's a rough, tough spot for a guy who knows his way around and wants a big, big job in an indie operation that expects results. Professional job hunters need not apply. This one calls for work! . . . But you'll be working with a team you'll like; one that recognizes real ability and pays off accordingly. Send the full story in your first letter, please. Box 631, BROADCASTING.

Young woman who can write with a punch! 1000 watt, midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk sales-copy, and who "mikes" well. Send sample copy, qualifications, salary expected and photo to Box 592, BROADCASTING.

Capable baseball, football, basketball, play-by-play-caster with good general programming and production experience needed at WFRP Savannah. Personal interview essential.

News man, experienced on beat and writing to take over responsible job on one-kilowatt independent. Give age, background, qualifications, salary expected. WKAN, Kankakee, Illinois.

Traffic manager with sense of responsibility. Some bookkeeping and copywriting. Accuracy vital. Also sense of humor. Include snapshot and salary requirement. KPUG, Box 655, Bellingham, Washington.

Situations Wanted

Managerial

Experienced manager—Can handle complete station including construction and maintenance of directional antennas. Have proven managers record and first class license. Box 521, BROADCASTING.

General manager—13 yrs. continuous radio experience, 3 yrs. management. Strong on high-rating programming, local sales. Billboard promotion award winner. Married, searching permanent location, nice town to raise family. Moderate salary, added income based on results. Versatile performer as well as executive. Box 628, BROADCASTING.

Station managership wanted by program director of newspaper-owned station in major eastern market. Fourteen years experience includes thorough grounding in sales, programming, operations and direction of top N.Y. network shows. Highest references. Salary secondary to opportunity. Box 672, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Salesman-writer: Past year with reco nized agency as TV director. Two yea feature-publicity writer for weekl Strong music background. Radio offic during war; radio/telegraph licens Desire chance to demonstrate abilit 26, married, will travel. Box 60 BROADCASTING.

Creative, promotional type salesman d sires position with independent st tion. Will crack toughest account Require housing. $75.00 weekly pl commissions. Address Salesman, 33 E 25th, Kansas City, Missouri.

Salesman-writer. Livewire, excellent re erences, 5 years experience. Lookin for permanent position with futur Sober, reliable, imaginative, can ser you in a double capacity. Box 65 BROADCASTING.

Announcers

Available at once—Sports announc with 3½ years experience play-by-pla description in Big Nine Conferenc Box 587, BROADCASTING.

Experienced announcer. Sportscaste play-by-play and staff. Will travel. B 617, BROADCASTING.

Announcer-program director. 3 years e perience. Knowledge television produ tion. Presently employed. Box 62 BROADCASTING.

Experienced sportscaster, disc jocke copywriter wants position progressi station. Best references. Box 62 BROADCASTING.

EXPERIENCED SPORTS ANNOUNCER

Play-by-play, also specialty football, baseball wire reports. Full knowledge football, baseball, basketball, other sports. Also excellent disc man and all-round announcer. Excellent references. Box 635, BROADCASTING.

Good announcer—Varied but limit experience. Sportscasting and play-b play are specialties. Well-rounded bac ground all major sports. Strong commercials. Advertising copy writi experience. Disc on request. Box 6 BROADCASTING.

One of the best announcers ever a vertised in this column. Skeptical? Se for disc and particulars. Worked executive past few years, but ha actively broadcast over 12 yea Anxious return active performing, do like being boss. Only major mar stations considered. Top work on a lib, all types announcing. Box 6 BROADCASTING.

Announcer. Dependable staff man, years all phases including board eration. Top references. Box 3 BROADCASTING.

Wanted-me-by-whom?—You? Yes. you're interested in a good experien air salesman and writer with a ba ground of sports, music, MC work a live talent shows, contact Wayne M 211 S. Tilden, Grand Island, Nebras Excellent references by past and pres employer. Pay commensurate w ability and job. Better hurry. 523, BROADCASTING.

Newscaster, 24, vet, experienced, so intelligent. Work controls. Available mediately. Box 643, BROADCASTIN

Announcer—Excellent diction. Pleas personality. Nine years experience s man independents and net affilia Control board experience. Married. terested permanent position. Box BROADCASTING.

Announcer, young single veteran, experienced but well-trained. H transportation. Will travel anywh Photo, disc available. Box 641, BRO CASTING.

Two announcers. Graduates of top dio school. Draft exempt. Single. M west background, travel anywh Discs available. Long on ambition, sh on experience. Box 637, BROADCA ING.

Sportscaster, play-by-play. If yo willing to pay money for quality, your man. Experienced in play-by- football, basketball, baseball, and ing. Will broadcast interesting, liste getting, daily sports show. Have in viewed and am acquainted with sports figures. Disc forwarded upon quest. Box 671, BROADCASTING.

Situations Wanted (Cont'd)

t class announcer-actor available p discharge from Army this Decem- Three years experience civilian. ny radio. Voice, technique, ideally ed classical music, news, etc. Box BROADCASTING.

ouncer-producer. Seeking combina- position involving production, pro- ion, announcing. Continuity-sports- ical background. Agency experience. ege graduate. Box 669, BROAD- TING.

ouncer—Single, three years experi- . Past six months metropolitan York station. Prefer midwest. Disc request. Box 667, BROADCASTING.

ouncer—Three years experience all ses. Disc jockey, news program. er station 200 mile radius NYC. Box BROADCASTING.

ouncer, 36, veteran, graduate radio ol, desires position 250 watter. ned for news, commercial continuity announcing. H. Burke, 510 Har- on Ave., Gadsden, Ala.

ouncer. Approx. 3 years experience small station. 25, married. Would advancement. Box 658, BROAD- TING.

scaster-announcer thoroughly ex- enced. Married, vet. Transcription. ground on request. Box 657, ADCASTING.

rienced announcer—In radio, four s. Commercials, newscasts, perso- ty shows are my specialty. Have uced and directed dramatic pro- ns. Desire permanent position. nty-four years of age. Married. Box BROADCASTING.

35. College graduate. Twelve years rience. Excellent reputation, ref- ces. All sports, play-by-play, live wire. Program director, continuity, man, special events. Thrive on uctive work. Now employed. De- change. Successfully handled play- lay for high school through largest ern colleges. Box 654, BROADCAST-

ts announcer. Eight years play-by- . Top Hooper sportscast. Box 649, ADCASTING.

Technical

f engineer, eighteen years super- ry experience, network and inde- dent. One to fifty kw. Installation, FM directional arrays, maintenance ialist. Exceptional military com- ications record. Presently chief 5 Excellent references including pres- employer. Desire permanent connec- . Box 574, BROADCASTING.

ineer—First phone, since '42. Mar- have car, will travel. Desire posi- chief small net station. Will ac- combination. Require $70 week. lable two weeks notice. Box 582, ADCASTING.

ears experience, 7 as chief. Degree. ried, children, position progressive ion. Box 586, BROADCASTING.

ineer, announcer. 1st phone, col- degree. S.R.T. Radio City, N. Y. hasis on engineering. Want experi- , will travel for permanent posi- Box 593, BROADCASTING.

ineer with car available immediately. ran. Free to travel. Box 614, ADCASTING.

ork station wants transmitter op- or with first class ticket. No ex- ence necessary. Announcing would but not essential. KEMP, KVER, querque, New Mexico.

class engineer, 1 year experience. es to locate in central U. S. not h of Tenn. Can do maintenance, rding, remotes. Write Robert W. n, Webbs Cross Roads, Ky.

er-program creator. 50 million kees can't be wrong! They love py dialogue, sparkling programs brilliant continuity. Shemale, 28, showmanship, wants job with east est coast station or agency. Will e clever programs for you, color d shows, write lively commercials pinch hit as local McBride or ons. Box 621, BROADCASTING.

neer, graduate leading technical ol, one year experience AM and 25, single, ham, want kw or good . Salary 1st reply. Box 627, BROAD- TING.

Situations Wanted (Cont'd)

Young married student desiring engineering position. 1st phone license. Inexperienced. Available immediately any midwestern state. Donald Shepard, Clinton, Missouri.

Engineer — 1st phone, 1st telegraph marine operator. Desires broadcasting anywhere. Box 638, BROADCASTING.

First phone man desires position as engineer. Single, veteran, 25 years of age. No experience. Cletus J. Linnenkamp, Harper, Iowa.

Technician—1st phone. Have temporary job with 250 watt AM-FM. Desire permanent job. N.E. preferred. Will consider all offers. Box 665, BROADCASTING.

Construction/chief engineer available. Presently earning $125 weekly. Your offer to Box 661, BROADCASTING, in confidence.

Television-AM employed chief engineer available. $15,000 year. Box 662, BROADCASTING.

Engineer—First radiotelephone, first radiotelegraph. Considerable experience amateur, ship, broadcast. College grad. physics. Desire station within 200 miles New York. Veteran, 24, single. Available immediately. Box 653, BROADCASTING.

Engineer-Veteran, 5 kw experience. First phone license. Central graduate. TV-FM knowledge. Win Saxton, WBAA, West La Fayette, Indiana.

Chief engineer. Veteran, 28, single, will travel. Some announcing, good knowledge sports. $70 minimum. Two weeks notice. Box 648, BROADCASTING.

Engineer—1st phone, married, 250 watt experience. Available immediately. M. Zibrack, 114 Dewey Place, Atlantic City, N. J.

Production-Programming, others

Two-way stretch. Hardworking young livewire wants copy and announcing job with small station. House organ ass't editor for 1½ years. College and announcing school. Box 570, BROADCASTING.

Producer, writer, announcer. Six years experience in AM, FM, independent and network affiliated stations. Capable, conscientious, reliable. $75 per week. Box 624, BROADCASTING.

Program director—topnotch high-rating knowledge, sales-conscious, with bonus of excellent announcing ability and promotional know-how. Want station with real opportunity to demonstrate capabilities. Hard worker, married, stork enroute. Box 630, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

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NOTE: Station Managers and Program Directors from coast to coast **are satisfied with personnel we furnish.**

Announcer-engineer desires position as program director with progressive station that offers chance for permanency. First phone ticket. Some experience in position sought. Will consider any location. Name salary proposed. Box 625, BROADCASTING.

Musical director wants staff job with medium size station. Handles all types of musical programs, records and transcriptions. Is experienced organist-pianist. All offers carefully considered. Box 594, BROADCASTING.

Combination radio newswriter, deskman, reporter with major wire service seeks connection with station, paper or both. 28, no drifter, all-round editorial experience; excellent news sense. Top references. Accustomed to responsibility. Preferably out of NY. Box 666, BROADCASTING.

Situations Wanted (Cont'd)

Television producer-writer (employed) available. Box 660, BROADCASTING.

Veteran, 27, advanced Radio Degree Northwestern University, graduate NBC Summer Radio Institute 1948, wants permanent job in southwest. Prefer production and/or programming. Married, anxious to settle down. Box 652, BROADCASTING.

TV trained personnel now available. Write Box 632, BROADCASTING.

Woman's program director and continuity writer presently employed desires change. Age 23, well versed in production, all other phases, including announcing. Background, four years college, BA degree. Nineteen months experience in one station. Please state salary. Box 633, BROADCASTING.

Schools

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NEXT CLASSES BEGIN SEPT. 20th
COURSES (GI APPROVED): PROGRAM PRODUCTION - ANNOUNCING - WRITING-ACTING-CAMERA OPERATION
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TWIN CITY TELEVISION LAB
NATION'S FOREMOST TV PRODUCTION TRAINING CENTER
(Affil. with Beck School for Radio)
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Employment Services

Experience pays! Disc jockeys; television engineers, writer-producers; salesmen, sportscasters, announcer-technicians, program-director-producers, traffic-secretaries. Today Register-Radio Employment Bureau, Box 413, Philadelphia-Boston.

For Sale

Small independent station in major Pacific coast market for sale. On excellent paying basis. Economical operation. Twenty-five thousand dollars will handle. Balance from profits. Box 509, BROADCASTING.

For Sale (Cont'd)

170 foot type 101 Wincharger tower (being replaced with taller tower.) We will sell the tower erected on your site or sell the tower only.

Tower Construction Co.
Commerce Bldg., Sioux City, Iowa

For sale—Fulltime 250 watt station. Mutual affiliate in city of 40,000 south central group. Priced right, terms arranged. Box 605, BROADCASTING.

For sale—Raytheon RF250—250 watt FM transmitter. Practically new and fully guaranteed. Used for interim operations, now on full power. WMBD, Peoria, Ill.

For sale: Lehigh self supporting tower 179' A-1 condition lighting equipment included available immediately $1400.00 FOB Goldsboro. Contact Daniel B. Trueblood, WGBR WGBR-FM, Goldsboro, N. C.

For sale: One 250 watt RCA transmitter, two sets tubes, two crystals, 185 foot Wincharger tower with lighting equipment and other accessories. Priced to sell quick for $2,000.00. First come, first served. Wire, write or phone James R. Doss, Jr., Radio Station WJRD, Tuscaloosa, Alabama. Equipment availble for immediate delivery.

New-Brush 303 magnetone recorder—$695.00. RCA 86A1 limiting amplifier $310.00. First check for each takes. You pay transportation. WLAK, Lakeland, Florida.

Western Electric 355E1 5,000 watt transmitter complete with tubes and accessories. Performance exceeds all FCC standards. Equipment in best condition. Radio Station WMBD, Peoria, Illinois.

Presto transcription machine, portable Model "L", almost new. Costs $250. Reason for sale: Equipment surplus. If interested, make offer. Box 640, BROADCASTING.

For sale—One of the south's most beautiful thousand watt daytime radio stations. Terms can be arranged. Only qualified parties need answer this ad. Box 644, BROADCASTING.

New Rek-O-Kut mechanism with Presto 5-C cutter $125. WFRP, Savannah.

For sale—Presto K-8 recorder: Used 30 hours, like new, gears for 75 and 110 lines per inch. Highest offer over $250.00. D. Bernard Fritz, Colmar, Penna.

Wirecorder portable, battery model, engineered for high quality microphone input. One hour capacity. $250, including microphone. WJLK, Asbury Park, N. J. Wire or phone 2-3000.

Complete two table Presto recording and playback equipment in Console desk. Priced at $1400.00. WNAR, Norristown, Pensylvania.

One 392 ft. Lehigh tower. Self-supporting with insulators and gaps. Buyer to dismantle. Best offer takes. WHOM, New York 19.

Wanted to Buy

WANTED—One 3 kw FM transmitter and one 1 kw FM transmitter. Must be in good condition. Please state make, price and other details. Box 634, BROADCASTING.

General manager, now making station pay well, wants to buy controlling interest in small station, good market. Box 659, BROADCASTING.

Wanted to buy—Fulltime 250 watt station located in the south. Send full details to Box 645, BROADCASTING.

Miscellaneous

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Production

GEORGE M. CAHAN has been named studio director on ABC's West Coast television staff. He was formerly with WFIL and WFIL-TV Philadelphia.

TOM FRANK, former chief announcer, has been appointed program director of WCCM Lawrence, Mass.

JOHNNY MORRIS, assistant program manager WTOR Torrington, Conn., has been named publicity director for National Guard in Litchfield County.

JIM SCOTT, former chief announcer at WTOR Torrington, Conn., has been named production manager.

DAN CUBBERLY, formerly with WLS Chicago, has been appointed program manager at KSDJ San Diego. Joining KSDJ announcing staff are **BUD SEWALL,** formerly with KFMB San Diego, and **BOB HANES,** previously with WGY Schenectady and recently program manager of KXOA-FM Sacramento.

TOM DEVORE, continuity chief KVOO Tulsa, Okla., has returned to his desk after long stay in St. John's Hospital recovering from a heart ailment.

JAY BERRY, formerly with ABC in New York, is now with WHRV, ABC affiliate in Ann Arbor, Mich., as continuity director.

BERT CHARLES has been named program and sports director of WVKO-FM, independent to be on air in October in Columbus, Ohio. Mr. Charles formerly was with WAKR Akron, where he was sports and public service director. He also has been with WAOV Vincennes, Ind., WIRE and WFBM Indianapolis.

Mr. Charles

JANE OSTERHOUT, KVOO Tulsa, Okla., farm home editor, is leaving to be married in early October. **JEAN HINES** will take over Miss Osterhout's duties.

MEL FEIN, formerly with KWHN Fort Smith, Ark., as sports director and disc jockey, has joined WGAT Utica, N. Y., as publicity director and disc jockey.

WED HOWARD, announcer at WFAA Dallas, is the father of a girl, Deborah Ellen.

ROBERT RAFFERTY, formerly of WGFG Kalamazoo, Mich., has joined KAYX Waterloo, Iowa announcing staff after resignation of **COLE McMARTIN,** now on WMT Cedar Rapids news staff. **VIRGIL NODLAND** has replaced **ERLING JORGENSEN** at **KAYX** handling early-morning "Musical Clock" program.

DON W. SCHABERG has been appointed to handle promotion and publicity for KWK St. Louis.

Hurricane Chasers

WPTF Raleigh, N. C., hurricane crew returned from its last fruitless chase with a new job. Each time this crew went to Morehead City, N. C., to be on scene when a hurricane was due to strike, hurricane would shift its course back to sea. So on crew's last trip, Aug. 30-31, the Morehead City Chamber of Commerce officially retained crew to chase hurricanes from its shores. Crew accepted job, but warned local boosters to start hunting four-leaf clovers and other luck charms.

CONNIE ALBERS, formerly of KVOC Valley City, N. D., has joined staff of WOBT Rhinelander, Wis., as women's director.

LAMBERT KAIMAN, announcer and m. c. for KMOX St. Louis, is the father of a girl, Kathleen.

LARRY GELBART and **LARRY MARX** have joined writing staff of NBC "'Bob Hope Show."

JACK McELROY, of ABC "Bride and Groom," takes over as m.c. of ABC "Breakfast in Hollywood" Sept. 14, replacing **GARRY MOORE**. Mr. Moore resigned spot because of health and other radio commitments.

JOHNNY OLSEN has been named m.c. of ABC "'Whiz Quiz," audience-participation show.

SHELDON BREN, formerly of KCMJ Palm Springs, Calif., and KGFJ Hollywood, has been named production manager of KGEM Boise, Idaho.

ROSA BARCELO, former program department secretary, has been named women's program director for WTPS and WTPS-FM New Orleans.

BILL THOMPSON, announcer-producer at WMNB North Adams, Mass., is subject of article in recent issue of Christian Science Monitor."

CFPA Port Arthur, Ont., has announced policy on price mentions, with only one price mention per flash announcement and time signal; one price mention and one repeat in each spot or program announcement; copy deadline 3 p.m. day before price mention announcements, and spelling out all prices submitted in copy.

NETWORK STATION

A profitable bonus network operation that offers every opportunity for development and large profits. Located in a growing southwest market. Station's primary coverage is approximately 500,000. It is the only station in a city with a population in excess of 20,000. Price for 100% of stock $50,000. Financing arranged.

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235 Montgomery Street
Exbrook 2-5672

KERO-KERN RIFT

Present, Past Owne Defend FCC Ruling

REPLYING to the rival bidder's efforts to upset the FCC-approv sale of KERO Bakersfield, Calif., Owner Paul R. Bartlett and Form Owner J. E. Rodman told FCC last week that there is no basis for t Commission "to alter a decision which it has twice reached."

The argument was in answer to Kern County Broadcasters' protest against the decision in which FCC refused to reconsider its action approving Mr. Rodman's $25,000 sale of KERO to Mr. Bartlett, station manager, rather than to the Kern County group [BROADCASTING, June 7, July 5, Sept. 6].

Kern County had claimed that FCC's denial of its petition was "boiler-plate," lacking the law-required statement of the grounds on which it was based. In their reply, filed by W. Theodore Pierson of the Washington law firm of Pierson & Ball, Messrs. Bartlett and Rodman pointed out that the law requires no such statement when the denial is a reaffirmation of a prior denial. Even so, they contended, FCC's decision did contain a "more than adequate" statement of reasons.

The reply argued that Kern County "has failed to offer any evidence not considered by the Commission" when it concluded that Mr. Bartlett "is better qualified by reason of finances, previous radio experience and acquaintance with the needs of the community to purchase KERO and carry out the needed improvements and to continue operating the stati than Kern County Broadcasters.

In earlier papers, Messrs. Ro man and Bartlett contended th the transfer of the station has ready been consummated, in cordance with FCC authority, a that therefore Kern County Broa casters has no legal standing in i efforts to have the Commissio action set aside.

They maintained that Mr. Ro man was selling KERO to M Bartlett "for the approximate d preciated value of fixed asset because "he did not desire charge Bartlett for the increas value of KERO that had result largely from Bartlett's manager capacity and efforts." They t FCC that "under no circumstanc would Rodman sell to compl strangers, such as the Petition [Kern County], for the same pr as he would to an employe wh past services he is trying to ward."

They denied that any agreem exists under which Mr. Bartl will be employed by the 50- Fresno station now being built California Inland, of which Rodman owns 40%. In addition owning KERO, Mr. Bartlett c rently is manager of KFRE Fr no, a 250-w outlet owned by Rodman. When the 50-kw C fornia Inland station is complet it was noted, Mr. Rodman will s render his license for KFRE the call letters will be taken the 50-kw outlet.

New Applications Ready For CBC Board Meeting

TWO new commercial AM stations and two new FM licenses will be requested at the Sept. 24 meeting of Canadian Broadcasting Corp. board of governors at the Lord Nelson Hotel, Halifax. George Randall is asking for 1 kw daytime, 500 w nighttime station on 1320 kc for Nanaimo, B.C., and Radio Prairies Nord Ltd., is asking for French-language 1 kw station on 750 kc at Saskatoon. CJCS Stratford, is requesting 2.2 kw FM station, and CKVL Verdun is applying for 7.2 kw FM station license. Department of National Defence is applying for 100 w AM station at Hay River, Northwest Territories.

Numerous share transfers and corporate name changes will also be heard. CJSO Sorel, is asking for increase from 250 w on 1400 kc to 1 kw on 1060 kc. CKOK Penticton is requesting change from 1550 kc to 800 kc with 250 w. CJCB Sydney, is applying for license for emergency transmitter, and broadcast pick-up licenses are asked by CHVC Niagara Falls, CHWK Chilliwack, CKCL Truro.

AMERICAN CANCER Society has awarded its distinguished service citation to WMAQ Chicago for its contribution to the society's recent fund drive. Miss Morgan Perron, press writer, and Ed Allen, announcer, were both honored previously for their part in the campaign.

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FCC Actions

(Continued from page 84)

plications Cont.:

TV—210-216 mc

herry & Webb Bcstg. Co. Providence, I.—CP new commercial TV station Channel 13 (210-216 mc), ERP vis. kw, aur. 48.6 kw and Unl. AMENDED change ERP to vis. 50 kw, aur. 23

ptember 8 Decisions . . .

BY THE SECRETARY

AGF Dothan, Ala.—Granted license change in frequency, increase power

FH Wichita, Kan.—Granted mod. extend completion date to 9-8-48.

VOX Moorehead, Minn.—Granted re- st to cancel CP for changes in ver- ant., etc.

HB Kansas City—Granted request to el license for aux. trans.

KLO Louisville—Granted mod. CP ge type trans. and change studio trans. sites.

llowing stations were granted mod. for extension of completion dates hown: KDB Santa Barbara, Calif., 2-26-48; WWJ-TV Detroit to 12-15- WMAL-TV Washington, D. C., to -49; WHIO-TV Dayton, Ohio, to 49; WAAM Baltimore, to 3-21-49; L-TV Philadelphia, to 3-18-49.

XGG Intermountain Bcstg. Corp., of Salt Lake City—Granted license exp. TV relay.

AUD Auburn, Ala.—Granted license station 1230 kc 250 w unl.

llowing were granted mod. CPs for nsion of completion dates as n: WNAC-FM Raleigh, N. C., to 48; KSBR Mount Diablo, Calif., to 49; WKYC Paducah, Ky., to 12-15- WJNO-FM W. Palm Beach, Fla., to 48; WTMJ-FM Milwaukee to 11- ; WSAU-FM Wausau, Wis., to 12- WGTM-FM Wilson, N. C., to 49; WDWS-FM Champaign, Ill., to -48; WBCA Schenectady, to 11-20- WTTH-FM Port Huron, Mich., to -48; WKBH-FM La Crosse, Wis., to 49; WOL-FM Washington, D. C., 0-1-48; WISR-FM Butler, Pa., to -48.

WGP Sanford, N. C.—Granted in- ntary transfer of control from W. Gregory, deceased, to Anna se Gregory, administratrix.

DSH Oshkosh, Wis.—Granted CP re- te CP for new vertical ant. and nting FM ant. on AM tower.

HKW Madison, Wis.—Granted mod. o change frequency, type ant. and verall height, make changes in ant. m, and extend completion date to 49.

RAI Wausau, Wis.—Granted request ncel CP for new FM station (be- e city passed ordinance controlling ion of ant. and heights thereof).

llowing were granted mod. CPs for nsion of completion dates as n: KHBC Hilo, T. H., to 9-30-48; DC-FM Washington, D. C., to 12- WHIO-FM Dayton, Ohio, to 2-1- WISN-FM Milwaukee, to 11-22-48; S-FM Asheville, N. C., to 10-18-44; R-FM Alexandria, La., to 2-16-49; N-FM Atlanta, to 1-1-49; WRLD- West Point, Ga., to 9-12-48; T-FM Wichita Falls, Tex., to 9- ; WLWA Cincinnati, to 12-6-48; -FM Detroit, to 12-1-48; WLAD-FM bury, Conn., to 12-15-48; WJBC-FM nal, Ill., to 3-14-49; WCAU-FM delphia, to 12-15-48; WAAF-FM ago, to 11-14-48; WBRC-FM Bir- ham, Ala., to 1-1-49 (*); WDEV rbury, Vt., to 12-21-48; KPAC Port ur, Tex., to 10-1-48.

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n cond. construction be completed terim operation provided by date.

VU Albertville, Ala.—Granted li- new station 630 kc 500 w d to specify studio location.

CS Ahoskie, N. C.—Granted li- new station 970 kc 1 kw D.

TP Salisbury, N. C.—Granted li- changes in vertical ant. and t FM ant. on AM tower.

IAM Rochester, N. Y.—Granted li- install new trans. and change . and studio sites.

A Spokane, Wash.—Granted license ase power etc.

UV Pulaski, Va.—Granted license ll new trans.

OY Decatur, Ill.—Granted license ll new trans. etc., change trans. studio sites.

OU Lewiston, Me.—Granted license ll new vertical ant. and mount FM ant. on AM tower and change trans. site.

WCTC New Brunswick, N. J.—Granted license changes in vertical ant. and mount FM ant. on AM tower; cond.

WHCU Ithaca, N. Y.—Granted license install new trans., changes in vertical ant. and mount FM ant. on AM tower and change in trans. site.

Village Bcstg. Co., Oak Park, Ill.—Granted mod. CP make changes in trans., approval ant., mounting FM ant. on AM tower, approval of trans. and studio sites.

WROX Clarksdale, Miss.—Granted CP install new trans.

KNOW-FM Austin, Tex.—Granted request to cancel CP new FM station.

WACO-FM Waco, Tex.—Same.

KTSN Fort Worth, Tex.—Same.

KABC-FM San Antonio—Same.

KTML Los Angeles—Same.

The following were granted mod. CPs for extension of completion dates as shown: KTRN Wichita Falls, Tex., to 12-15-48; KCOK Tulare, Calif., to 11-19-48; WLOF Orlando, Fla., to 10-1-48; WJAX Jacksonville, Fla., to 11-10-48; KONG Alameda, Calif., to 11-22-48; WCFM Washington, D. C., to 12-15-48; WKAL-FM Rome, N. Y., to 12-2-48; KMBC-FM Kansas City, to 3-20-49; WLOG-FM Logan, W. Va., to 1-1-49; KPOJ-FM Portland, Ore., to 3-18-49; WCAE-FM Pittsburgh, to 12-1-48; WJLS-FM Beckley, W. Va., to 1-1-49; WSPR-FM Springfield, Mass., to 11-12-48; KSPI-FM Stillwater, Okla., to 11-30-48; WRBL-FM Columbus, Ga., to 12-1-48; WKY-FM Oklahoma City, to 3-22-49; KGKB-FM Tyler, Tex., to 3-14-49; WMUR-FM Manchester, N. H., to 12-15-48; WITH-FM Baltimore, to 12-1-48; WMIN-FM St. Paul, to 12-30-48; KECK-FM Odessa, Tex., to 12-14-48; KARM-FM Fresno, Calif., to 12-7-48; WREV-FM Reidsville, N. C., to 12-8-48; WJIZ Hammond, Ind., to 11-16-48.

September 9 Decisions . . .

BY COMMISSION EN BANC

AM—1400 kc

The Centerville Bcstg. Co., Centerville, Iowa—Granted CP new station 1400 kc 100 w unl., subject to approval of proposed trans. site and ant. system by CAA and provided applicant agrees to satisy legitimate complaints of blanket interference occurring within 250 mv/m contour. Estimated cost: $16,662.

AM—800 kc

Greer Bcstg. Co., Greer, S. C.—Granted CP new station 800 kc 250 w D; engineering cond.; estimated cost: $16,000.

AM—1570 kc

Frederick Bcstg. Co., Frederick, Okla.—Granted CP new station 1570 kc 250 w D; estimated cost: $14,995.

AM—1340 kc

Oxford Bcstg. Corp., Oxford, N. C.—Granted CP new station 1340 kc 250 w unl.; subject to filing within 60 days of application for mod. CP specifying trans. site and ant. system meeting requirements of standards, and provided that operation shall not commence until station WGTM is actually operating on 590 kc in accordance with its outstanding CP; estimated cost: $19,700.

AM—1230 kc

Haleyville Bcstg. Co., Haleyville, Ala.—Granted CP new station 1230 kc 250 w unl.; estimated cost: $10,950; engineering cond.

AM—1490 kc

Birney Imes Jr., Granada, Miss.—Granted CP new station 1490 kc 250 w unl.; estimated cost: $18,950; engineering cond.

AM—1380 kc

Armstrong County Bcstg. Corp., Kittanning, Pa.—Granted CP new station 1380 kc 500 w D; estimated cost: $29,088.

AM—1280 kc

The Mullins & Marion Bcstg. Co., Mullins, S. C.—Granted CP new station 1280 kc 1 kw D; engineering cond.; estimated cost: $22,516.

AM—970 kc

De Kalb Bcstg. Co., Decatur, Ga.—Granted CP new station 970 kc 1 kw D; estimated cost: $49,000;, engineering cond., and provided applicant agrees to assume full responsibility for and adjust satisfactorily all complaints of cross modulation.

AM—1570 kc

Ohio Valley Bcstg. Co., New Albany, Ind.—Granted CP new station 1570 kc 1 kw D; engineering cond.; estimated cost: $14,485.

AM—1280 kc

Frank Quinn, Albuquerque, N. M.—Granted CP new station 1280 kc 1 kw D; engineering cond.; estimated cost: $19,310.

AM—1260 kc

McMinnville Bcstg. Co., McMinnville, Ore.—Granted CP new station 1260 kc 1 kw D; engineering cond.; estimated cost: $27,500.

AM—1400 kc

KBIO Burley, Ida.—Granted CP change frequency from 1400 to 1230 kc, using 250 w unl.

AM—1490 kc

Diamond H Ranch Bcstrs., Auburn, Calif.—Designated for hearing application for new station 1490 kc 250 w unl.

Acquisition of Control

WMIX WMIX-FM Mt. Vernon, Ill.—Granted consent to acquisition of control of licensee by Eleanor R. Mitchell of 212 sh (28.27%) from L. F. Tomlinson for $21,200.

Assignment of License

WKOZ Kosciusko, Miss.—Granted consent to assignment of license from partnership composed of James W. Arendale Sr. and Cy N. Bahakel to Cy N. Bahakel for $12,500.

AM—1230 kc

W. Paul Oury, Westerly, R. I.—Granted petition requesting reconsideration and grant of application for new station, and application was removed from docket and granted, 1230 kc 250 w unl.; engineering cond.

Hearing Designated

Surety Bcstg. Co., Charlotte, and WRRF Washington, N. C.—Designated for hearing in consolidated proceeding aplication of Surety for new station 930 kc 1 kw-N 5 kw-LS unl. DA-N and application of WRRF to change operation from D to unl., increase power from 5 kw-D to 5 kw-D 1 kw-N and install DA-N.

Pontiac Bcstg. Corp., Pontiac, Ill.—Designated for hearing application for new station 1430 kc 500 w D, and made stations WIL and WIRE parties to proceeding.

Angelus Bcstg. Co., Temple City; Montebello Bcstg. Co., Montebello, and Southland Bcstg. Co., Long Beach, Calif.—Designated for consolidated hearing application of Angelus requesting 760 kc 250 w D; Montebello requesting 750 kc 250 w D, and Southland requesting 740 kc 1 kw D, and ordered that if, as result of consolidated hearing it appears that, were it not for issues pending in hearing regarding daytime skyway transmissions and Commission's policy pertaining thereto of May 9, 1947, public interest would be best served by grant of one of these applications other than that of Southland Bcstg. Co. then such application will be returned to pending file until after conclusion of said skyway hearing.

AM—900 kc

WCPA Clearfield, Pa.—Granted petition to reconsider, remove from hearing docket and grant without hearing application and application was granted to increase power from 500 w to 1 kw D, subject to cond. that permittee divest itself of all financial interest in Airplane and Marine Instruments Inc., licensee of WTWS Clearfield, Pa.

AM—1390 kc

Azra C. Baker, Seymour, Ind.—Granted petition requesting reconsideration, removal from hearing docket and grant of application without hearing, and application was removed and granted for new station 1390 kc 500 w D, subject to cond. that grantee not commence operation on 1390 kc until WGRC has ceased to operate on 1400 kc, and subject further to cond. that within 60 days permittee file mod. CP specifying trans. site and ant. system.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO SEPTEMBER 9

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,757	327	---	553	317
FM STATIONS	192	727[1]	91[3]	83	40
TV STATIONS	7	116[2]	---	304	190

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[1]403 are on air. [2]27 are on air. [3]23 are on air.

TELEVISION APPLICATIONS

Austin, Tex.—Texas Telenet System Inc., Channel 10 (192-198 mc), ERP 27.54 visual, 13.77 aural, antenna height above average terrain 352 ft. Estimated cost $154,950, first year operating cost $121,800, revenue $54,000. Firm plans to construct stations in several Texas cities and establish microwave radio network with these stations and independent affiliates [BROADCASTING, Sept. 6]. Survey of television picture and outline of proposed plans of new network are given in application in report to stockholders by President James P. Nash, Austin oilman, who holds 4.59% interest. Firm has authorized 20,000 shares at $100 par with 435 shares issued and 5,395 shares subscribed.

Principals in Texas Telenet System include the following, in addition to Mr. Nash: Gov. Beauford H. Jester of Texas, who owns 50% interest in KWTX Waco, 9.2%; Herman Heep, Austin oilman, vice president 4.49%; David C. Roche, Austin oilman, treasurer 6.9%; M. T. Salter, assistant vice president American Airlines Inc., secretary; T. E. Daniels, ex-FCC engineer and until July 1 chief engineer of Aeronautical Radio, Washington, chief engineer; Earl F. Slick, San Antonio oil man, 23%; Robert Thomas, O. C. Whitaker and J. C. Briscoe, officers of O. C. Whitaker Co., Fort Worth construction firm, jointly 4.59%; Guy I. Warren, Corpus Christi oil man, 3.8%; Claude Johnson, Dalhart, Tex., rancher and having food processing firm interests, 13.7%; Mike W. Butler, Austin contractor, real estate and oilman, 3.5%; H. L. Brown, Fort Worth oilman, 2.3%; K. W. Davis, Fort Worth oilman, 4.59%; Joseph D. and Warren D. Ambrose and George R. Shepherd, holding ranch, oil and real estate interests about Fort Worth, jointly 2.3%; Tom W. Loffland, Fort Worth oilman, 2.3%; John M. Loffland Jr., Fort Worth oilman, 2.3%; A. J. Maloney, International Harvester Co. distributor at Austin, 2.3%; W. R. Wheeler, Fort Worth oilman, 2.3%; Roland S. Bond, Austin oilman, 3.8%; Douglas W. Forbes, Austin oilman, 3.8%. Filed Sept. 7.

Corpus Christi, Tex.—Texas Telenet System Inc., Channel 3 (60-66 mc), ERP 16.465 kw visual, 8.23 kw aural, antenna height above average terrain 493 ft. Estimated cost $129,550, first year operating cost $110,400, revenue $54,000. Filed Sept. 7.

Frederick, Md.—The Monocacy Broadcasting Co., Channel 3 (60-66 mc), ERP 0.276 kw visual, 0.282 kw aural, antenna height above average terrain 987 ft. Estimated cost $69,625, first year operating cost $20,000, revenue unknown. Applicant is licensee of WFMD Frederick. TV station would air network programs when available and has negotiated with WMAR-TV Baltimore for rebroadcasting of its telecasts. Filed Sept. 9.

San Antonio, Tex.—Texas Telenet System Inc., Channel 2 (54-60 mc), ERP 14.39 kw visual, 7.20 kw aural, antenna height above average terrain 510 ft. Estimated cost $127,050, first year operating cost $110,400, revenue $54,000. Filed Sept. 7.

Visalia, Calif.—Sierra Broadcasting Co., Channel 10 (192-198 mc), ERP 30 kw visual, 15 kw aural, antenna height above average terrain 655 ft. Estimated cost $200,852.07, first year operating cost $90,000, revenue unknown. Partners: D. O. Kinnie, local auto dealer and 51% owner KKIN Visalia, president and 30%; David J. Janich, sales manager Joseph George Distributing Co., San Jose, 30%; John B. Gurich, San Francisco real estate broker, 30%, and Edward Iannelli, associate engineer of Bernard Assoc., Hollywood, consulting radio engineering firm. Mr. Iannelli has 15% interest in Santa Barbara TV application of M. R. Schracker. Filed Sept. 8.

AM APPLICATION

Ukiah, Calif.—William T. Smith, 1400 kc, 250 w, unlimited. Estimated cost $27,800. Mr. Smith is owner of the Pacific Mill and Lumber Co., Los Angeles. Filed Sept. 8.

FM APPLICATION

Crookston, Minn.—Crookston Broadcasting Co., Channel 278 (103.5 mc), FRP 3.825 kw. Applicant is permittee KROX there. Filed Sept. 7.

At Deadline . . .

THREE FCC DECISIONS REVERSE EARLIER PROPOSALS

REVERSING its earlier proposals in each case, FCC Friday handed down final decisions which:

1. Granted renewal of license of WGKV Charleston, W. Va., and approved two transfers of control which presumably terminate complex, long-drawn case with Richard M. Venable, half owner, acquiring remaining stock from Eugene R. Custer and Floyd E. Price for $80,160 (Comr. Jones dissented). Proposed denial had been based on alleged concealed ownership [BROADCASTING, Dec. 8, 1947].

2. Granted Mahoning Valley Broadcasting Corp.'s application for new 250-w fulltime station on 1240 kc at Youngstown, Ohio (Chairman Coy dissented). Mahoning controlled by John Cherpack Jr., WKBN Youngstown engineer; Gene Trace of WAKR Akron, and Anthony N. Ross, WPIC Sharon (Pa.) announcer who have 31.9% each.

3. Granted WAAT Newark's application to boost daytime power from 1 to 5 kw on 970 kc, but denied request for similar nighttime boost.

Overruling one of its hearing examiners for first time, FCC meanwhile issued proposed decision looking to denial of both applicants in proceeding involving 1490 kc with 250 w at East Liverpool, Ohio. Examiner J. Fred Johnson Jr. recommended grant to East Liverpool Broadcasting Co. and denial to Radio Courier Inc., basing his choice on comparative experience, diversity of interests, and plans for participation in station affairs. FCC proposed to deny both on engineering grounds. East Liverpool is headed by Richard V. Beatty (51⅔%), lumber company executive. Radio Courier is controlled by Leonard C. Webber (70%), local businessman.

FCC refused George Arthur Smith's request for release of examiner's recommended decision in proceeding in which FCC proposed to deny his application for Jackson, Tenn. station on 1230 kc with 250 w and to grant Jackson Broadcasting Co.'s request for same facilities. FCC claimed Jackson case antedates law requiring publication of examiners' recommendations. Commission also refused to stay its grant to Northwestern Ohio Broadcasting Corp. (for 1150 kc with 1 kw at Lima, Ohio) pending action on rival Sky Way Broadcasting Corp.'s petition for rehearing.

WARL, ADVERTISER GROUP CONTEST FCC LOTTERY STAND

ABSENCE of "consideration" and predominance of skill removes WARL Arlington, Va., *Dollars for Answers* telephone show from violation of FCC's anti-lottery rules, WARL held Friday in exception to August finding that program violates Sec. 316 of Act.

Radio Council of National Advertisers Inc., non-profit sponsors' organization, has declared in brief that Commission's definition of "consideration" in proposed rules is not consistent with federal judicial findings on lottery cases.

Seeking oral argument, WARL argued bid for listener's attention could not be held to involve social evil as do sweepstakes. Difference between FCC lottery interpretation and that of Post Office also noted.

Advertisers group held FCC's definition of "consideration" confused with similar term used in field of contracts. Council pointed consideration in contract law determines "when a person has received sufficient benefit—an adequate *quid pro quo*—to warrant being held to his promise." In law of lottery it is to determine when "public may be deluded to its detriment, rather than harmlessly, to part with valuable property by the bait of a prize."

FMA COMPLETING AGENDA FOR THREE-DAY CONVENTION

THREE-DAY program for FM Assn. near completion according to Bill Bailey, FMA executive director. Sept. 27-29 Chicago program to cover sales, facsimile, regulation, dealer, agency and technical problems.

Opening day to include speech by President Everett Dillard; report of nominating committee headed by M. H. Bonebrake, KOCY (FM) Oklahoma City; talks by Clif Simpson, managing director, National Electric Retailers Assn. and Mortimer H. Fogel, chairman of dealer's group, New York Electrical Assn.

Bond Geddes, RMA executive vice president, to speak at Tuesday luncheon. Other speakers include John V. L. Hogan, Radio Inventions Inc., who will discuss facsimile; Hulbert Taft Jr., WKRC-WCTS (FM) Cincinnati, and president of Transit Radio Inc.; Kenneth Godfrey, AAAA senior executive in charge of media operations; R. V. Gervan, general manager, Rural Radio Network; R. H. Ranger, president of Rangertone Inc. Dr. Edwin H. Armstrong, FM inventor, to speak briefly at Tuesday evening banquet. After final session Wednesday, new FMA board will meet. Election of six directors will be by ballot. New board will elect president, vice president, secretary and treasurer of FMA.

Six manufacturers will exhibit transmitters, two will show tape recording and two will exhibit sets. Prizes for winners of several FMA contests to be awarded at Wednesday luncheon.

FCC DEFERS REGULATION ON EQUIPMENT PERFORMANCE

ONE-YEAR POSTPONEMENT of effectiveness of new rule requiring AM and FM stations to make annual equipment performance measurements announced by FCC Friday. New effective date: Aug. 1, 1949.

FCC recognized that many stations lack equipment for such measurements now, but thought year's extension would provide "ample time." Commission stressed there has been no change in performance requirements for either AM or FM, and added that licensees are expected to take corrective action where necessary.

DANBURY GROUP REPLIES

CHARGES made to FCC by John Deme, deposed manager-minority stockholder of WLAD Danbury, Conn., in petition for revocation of control transfer granted last February, denied by majority owners in reply brief to Commission [BROADCASTING, Aug. 23]. John C. and Robert J. Doran and John P. and Cecil J. Previdi disclaimed charges of Mr. Deme that they withheld labor news or ever directed him to censor news. Doran Bros. denied charge they were in collusion over WLAD operation with Frank H. Lee Co., hat firm.

TV DISMISSALS

THREE petitions to dismiss applications for TV stations granted by FCC Friday: WEXT Inc., Milwaukee, Wis.; Tri-City Telecasters Inc., Allentown, Pa., and Leland Holzer, Los Angeles, Calif.

SAN DIEGO TV APPLICANT PLANS 33½-HOUR SCHEDULE

PLANS for 33½-hour weekly television pr gram schedule were detailed by Video Broa casting Co. in late phases of FCC hearin on four applications for San Diego's thre available video channels (earlier story, pag 77).

Video, which has TV grant for Portlan Ore., presented evidence showing assets $1,500,000 among 11 owners including Joh W. Nelson, radio producer and part owne of *Bride and Groom* network show; Ivan Ditmars, radio and film musician; John Reddy, radio newsman and producer, and W. Turner and Charles Brown, both activ in Los Angeles radio. Mr. Brown estimat construction costs at $65,000 based on tent tive plans to remodel existing San Diego A studios, with first-year costs about $13[illegible],00

Eugene Keefer, spokesman for Local 65 International Alliance of Theatrical Sta Employes and Motion Picture Projectionis Los Angeles, testified TV cameramen in h union had agreed to work at 68 cents hour (Wages & Hours Act minimum) during TV "infancy." Later he said this would appl only to stations operating on experiment basis, and that regular scales would appl for commercial stations.

Applicant Charles E. Salik meanwhile est mated his construction costs at $300,000 a first-year costs at $120,000. He proposed 2 hour program week.

NAB 14TH DISTRICT CLOSES DAY AHEAD OF SCHEDULE

NAB District 14, staying into early hou Friday, closed Yellowstone Park session d ahead of schedule (early story page 24). Fi meeting devoted to small market station pa led by Rex Howell, KFXJ Grand Juncti Colo., with sales, program and promoti topics featured.

Speakers included Robert Dean, KOTA Mi soula, Mont.; Frank Flynn, KFBC Cheyen Wyo.; Florence Gardner, KFTI Twin Fal Ida.; Paul McAdam, KPRK Livingston, Mon Arch Madsen, KOVO Provo, Utah; Hen Fletcher, KSEI Pocatello, Ida.; Marion Dixon, KGVO Missoula, Mont.

Additional resolution supporting BM adopted by delegates, representing 65 statio

Closed Circuit

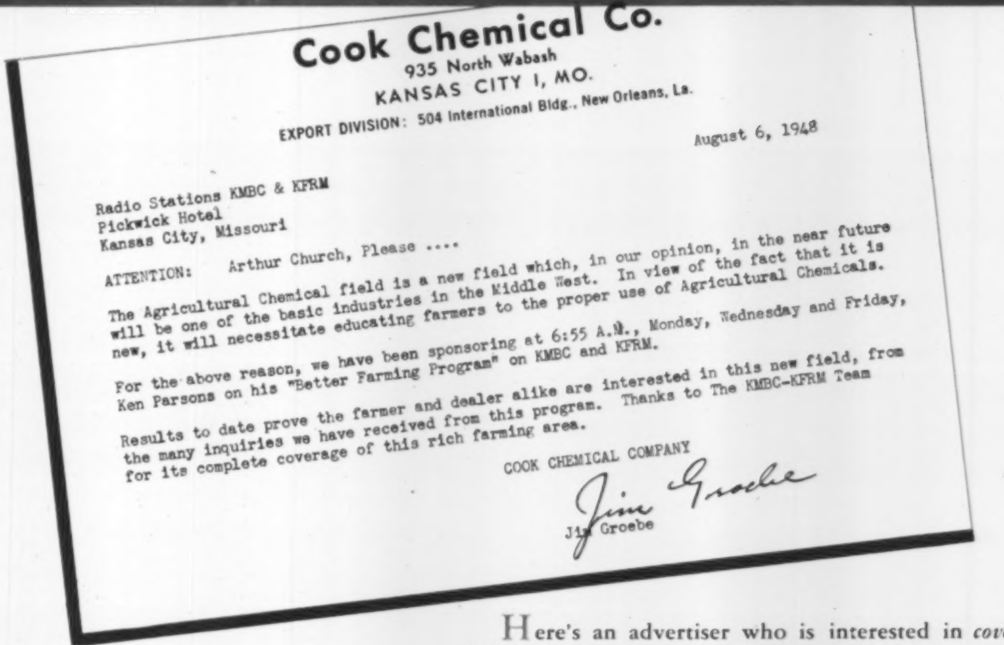
(*Continued from page 4*)

pendix tome (summary of results in Ma 8 BROADCASTING). Authorship to be shared Dr. Paul F. Lazarsfeld, Columbia U., w Patricia L. Kendall, of university's social search bureau.

ADMIRAL Corp., Chicago, looking for t vision package to sponsor this fall. Crutten & Eger, Chicago, agency.

WATCH for sensational charges about F intent if Harness Committee goes thro with reported plans to investigate Comm sion's grant for WQQW Washington, set along FCC Blue Book lines in 1946 un direction of former FCC employe and B Book co-author, Edward Brecher. Stat started out with Blue Book ideals but fo they didn't pay, finally adopted more reali commercial practices. Lately, incidentally, F has shown quiet concern over some of records on WQQW case.

The KMBC-KFRM *Team* IS DOING THE JOB!



Cook Chemical Co.
935 North Wabash
KANSAS CITY 1, MO.
EXPORT DIVISION: 504 International Bldg., New Orleans, La.

August 6, 1948

Radio Stations KMBC & KFRM
Pickwick Hotel
Kansas City, Missouri

ATTENTION: Arthur Church, Please ....

The Agricultural Chemical field is a new field which, in our opinion, in the near future will be one of the basic industries in the Middle West. In view of the fact that it is new, it will necessitate educating farmers to the proper use of Agricultural Chemicals.

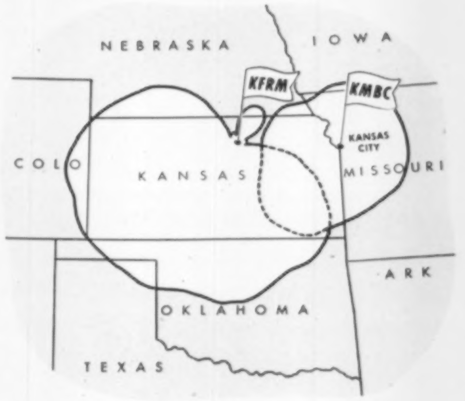
For the above reason, we have been sponsoring at 6:55 A.M., Monday, Wednesday and Friday, Ken Parsons on his "Better Farming Program" on KMBC and KFRM.

Results to date prove the farmer and dealer alike are interested in this new field, from the many inquiries we have received from this program. Thanks to The KMBC-KFRM Team for its complete coverage of this rich farming area.

COOK CHEMICAL COMPANY

Jim Groebe

Jim Groebe



Here's an advertiser who is interested in *coverage.* And, he is one of a number who are using The KMBC-KFRM Team! The KMBC-KFRM Team is the only single broadcaster to completely cover the actual Kansas City trade area. This comprehensive coverage is specifically designed to give the advertiser an economical means of reaching those millions of consumers who look to Kansas City as their trade capital.

With programming from Kansas City, The Team has a potential audience *within* the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people . . . all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from The KMBC-KFRM Service Farms.

The KMBC-KFRM Team Serves 3,659,828* People

* *1940 Census*

7th Oldest CBS Affiliate
KMBC
OF KANSAS CITY
5000 on 980

Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City
KFRM
For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY